

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer discuss about the definition of Social media, types of social media, the strengths and weaknesses of social media, the function of social media, definition Promotion, types of media promotion, Definition of tourism and types of tourism objects.

2.1 Social Media

2.1.1 Definition of Social Media

Social media is defined as any website or application which allows users to share information. Social media can include, but is not limited to blogs, instant messaging tools, social networking sites and wikis. Many social media sites allow users of those sites to become a “friend”, “fan”, or otherwise associate their own “profiles” or virtual presences with the power boards profile on these sites. Examples (in2010) of such sites are Twitter, Facebook, MySpace, YouTube, and various sites like Blogger and WordPress (JCPB, 2010, p.1).

CIPR (2011, p.4) defines social media is the term commonly given to Internet and mobile-based channels and tools that allow users to interact with each other and share opinions and content. As the name implies, social media involves the building of communities or networks and encouraging participation and engagement.

Social media is best understood as a group of new kinds of online media, which share most or all of the following characteristics: (1) Participation, that Social media encourages contributions and feedback from everyone who is Interested. It blurs the line between media and audience, (2) Openness, that most social media services are open to feedback and participation. They encourage Voting, comments and the sharing of information. There are rarely any barriers to Accessing and making use of content – password-protected content is frowned on, (3) Conversation, whereas traditional media is about “broadcast” (content transmitted or distributed to An audience) social media is better seen as a two-way conversation, (3) Community that

allows communities to form quickly and communicate effectively and share common interests, such as a love of photography, a political issue or a favorite TV show,(4) Connectedness, most kinds of social media thrive on their connectedness, making use of links to other sites, resources and people (Mayfield, 2008, p.5)

According to several definitions above, social media is an application platform that users can easily participate in sharing and creating contents and information. Social media engaged people in interaction and build the communities in the virtual worlds.

2.1.2 Types of Social Media

Social Media integrates technology, social interaction, and content creation to collaboratively connect online information. Through social media, people or groups can create, organize, edit, comment on, combine, and share content, in the process helping agencies better achieve their mission goals. Here are the social media that are commonly used in government:

2.1.2.1 Blog

Blogs, which represent the earliest form of Social Media, are special types of websites that usually display date-stamped entries in reverse chronological order (OECD, 2007). They are the Social Media equivalent of personal web pages and can come in a multitude of different variations, from personal diaries describing the author's life to summaries of all relevant information in one specific content area. Blogs are usually managed by one person only, but provide the possibility of interaction with others through the addition of comments. Due to their historical roots, text-based blogs are still by far the most common. Nevertheless, blogs have also begun to take different media formats (Kaplan, 2010, p.5).

As the explanations above, the writer concludes that blog is a Web page that serves as a publicly accessible personal journal for an individual blogs that are published with the most recent first. Sometimes blog reflect the personality of the author.

2.1.2.2 Social Networking

Social networking sites are applications that enable users to connect by creating personal information profiles, inviting friends and colleagues to have access to those profiles, and sending e-mails and instant messages between each other. These personal profiles can include any type of information, including photos, video, audio files, and blogs (Kaplan, 2010, p.5).

Related to Kaplan, Boyd and Elliso (2007,p.1) in Social Network Sites: Definition, History, and Scholarship claim that social network sites as web-Based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) Articulate a list of other users with whom they share a connection, and (3) View and traverse their list of connections and those made by other within the system. The nature and nomenclature connections may vary from site to the site

From the definitions above, the writer can conclude that social networking is an application that allow user to create the personal information, keep in touch with friends, and sharing many information by posting a “wall”, photos and videos.

a. Myspace

MySpace is a site where millions of members create personal profiles and take part in a variety of social activities. For the teenagers who actively use MySpace, it is one of their primary means of communicating with each other and is an environment in which they can participate in many facets of American culture, especially in entertainment sectors such as music, television, and movies (Perkel,2007, p.1)

Law Enforcement declares(2007, p.3) that MySpace is a free online social networking service that allows users to create their own profile pages, which can include lists of their favorite musicians, books and movies, photos of themselves and friends, and links to pages within and outside the MySpace environment. The service also permits users to send and receive private messages (the functional equivalent of emails) with other MySpace users, and to restrict the disclosure of certain information (blogs, profile information) exclusively to their MySpace friends.

Referring to statements above, the writer can conclude that MySpace is the social networking that allows the users to share all of information about their hobbies by posting it into their profile pages.

b. Facebook

Facebook is the world's most popular social networking website. It makes it easy for you to connect and share with your family and friends online. Facebook has even helped the web become more open and social (GCF,2013, p.1). Educate Learning Initiative (2007, p.1) points out that Facebook is a social networking site where users interact through a constantly evolving set of networks based on college or university, friendships, interest groups, favorite movies, and other criteria. As Reyes (2012, p.3) asserts, "Facebook is a social networking website that allows you to share interests, information and photos with networks of other users"

From some definition above, we can see that Facebook is the social networking website that make the users could keep in touch with their network by sharing information through their status, photos or posting in the "wall".

c. LinkedIn

LinkedIn is a social network with over 116 million users that enables you to network professionally, post and find jobs, answer questions, and build thought leadership while simultaneously helping the people you trust. A user can easily discover the people employed by a certain business, or the various businesses a certain person has worked for (Hussain, 2011, p.4). LinkedIn is a free professional networking site that enables members to post their resumes, recommendations from friends and connect with other industry professional. (careerbuilder,2009, p.12)

From the explanation above, LinkedIn is a social network that can assist users in finding information about the work, not only that, social media provides an opportunity for users to share thoughts on their respective professions.

2.1.2.3 Microblogs (Twitter, Tumblr)

A micro blog is a blogging platform where the amount of information that can be shared per author is either enforced to be very short, or just typically very short. Java(2007, p.1) claims that micro blogging is a new form of communication in which users can describe their current status in short posts distributed by instant messages, mobile phones, email or the Web.

a. Twitter

Twitter is a free micro blogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices. Mendoza, Poblete and Castillo (2010, p.1) claim that Twitter is a micro-blogging service that brings together millions of users. Allowing its users to publish and exchange short messages, also known as tweets, through a wide variety of clients. Users can post their tweets by sending e-mails, SMS text-messages, directly from their smartphones and a wide array of Web-based services. Also, Twitter enables real-time propagation of information to a large group of users. This makes it an ideal environment for the dissemination of breaking-news directly from the news source and or geographical point of interest.

Other experts, Merrill, Latham, Santalesa, and Navetta (2011, p.2) point out that Twitter is a platform that allows anyone with an account to post short messages. To tailor the onslaught of messages being broadcast from the “Twitter-sphere” of 200 million current Twitter subscribers, users can create lists of those they wish to “follow” so they only receive Twitter feeds from those they select.

Referring to the statements above, we can see that twitter is a micro blogging service that have 140 characters to share with the world message.

b. Tumblr

Tumblr is a service that does exactly what WordPress does for blogging, but for micro blogging, or tumbleblog's instead. A tumblelog is a variation of a blog, that favors short-form, mixed-media posts over the longer editorial posts frequently

associated with blogging. Common post formats found on tumbleblogs include links, photos, quotes, dialogues, and video. Unlike blogs, this format is frequently used to share the author's creations, discoveries, or experiences without providing a commentary. Tumblr fills the gap between Twitter, where people tweets resources, images, and thoughts, and traditional blogging platforms, like WordPress where each post is a proper article. Instead, Tumblr works with seven types of post; text, photo, quote, link, chat, audio and video, and it handles them all very well.

Tumblr is a blogging platform that enables you to easily share the content you love with the world. Unlike other blogging platforms, tumblr is focused on sharing multimedia. It is specially formatted to share photos, images, videos, text, quotations, links, and audio all elegantly displayed in a feed. You also have the option of following other's tumblr blogs and seeing recent posts from all of them in a chronological feed.(NYU, p.1)

Based on the explanation above, Tumblr is a variation of blog that provides the short form which has links, photos, quotes, dialogues, and video as its features.

2.1.3 The Strengths and Weaknesses of Social Media

Social media is the online communication channels dedicated to community-based input, interaction, content-sharing and collaboration. Not all social media provide the perfect features. These are the strengths and weaknesses according to Genaro, (2011, p.8-17):

2.1.3.1 Blog

➤ Strength

- Audience gets to hear directly from people who work with recycling.
- Share experiences or opinions about news, events, etc.
- Personalizes and localizes recycling facts/information
- Can draft posts and publish later
- Updates can be irregular and spread out

➤ Weaknesses

- Requires commitment to writing
- Almost resembles writing a short webpage for every new post
- Potential to be time consuming (keeping up with current events for accuracy)
- Not as simple to manage, compared to shorter tweets

2.1.3.2 Facebook

➤ **Strength**

- Creating a central page
- Easy to check while browsing the site
- Simple layout
- Providing space for basic information
- Variety of post types
- Large potential audience

➤ **Weaknesses**

- No control over comments
- Time consuming, needs regular updates to be effective
- Must be checked daily to respond to questions, etc

2.1.3.3. Twitter

➤ **Strength**

- #hashtags group together similarly themed tweets
- Integrating with cell phones and texting
- Good for short facts or reminders
- On the go updates for mobile users
- Easy interaction
- Can be linked to Facebook

➤ **Weaknesses**

- Having Limited characters to write the caption
- Meant to be informal and conversational (potential approval problems)

- Time consuming (people expect regular updates)
- Character restrictions cut off posts if linked to Facebook

2.1.3.4 Tumblr

➤ Strength

- Share information in many formats
- Posts can be “reblogged” by other people
- Can tag posts with keywords for searches
- Popular with younger age groups
- Easy archive feature

➤ Weaknesses

- Cannot control who “reblogs” posts
- No easy way for comments or discussion
- Less professional
- Time consuming
- Limited audience, low potential for change.
- As a lifestyle of businessman and young people

2.1 Promotion

2.2.1 Definition of Promotion

Promotion is the publicizing of a product, organization, or venture so as to increase sales or public awareness. *The success of promoting the tourism object depends on the tourism department how to inform and attract the tourist to visit the tourism object. The tourism department needs to be active in social media to share the update information. As noted by Reid Hoffman, co-founder and chairman of LinkedIn, the ability to leverage relationships embodied in social networks will become one of the most transformative uses of the Internet (Ricadela, 2007). From this explanation, promotion is the way of someone to public a product, organization and others to society.*

2.2.2 Media Promotion

According to Cangara (2002, p.13) media promotion is a symbol system of promoting the product. Mass media is one of the ways for the success promotion. Mass media is a tool used in the delivery message from the sources to the audience (receive) by using mechanical means of communication such as newspapers, films, radio, TV and internet. Mass media is divided into two, namely print media and electronic media. Print media consists of newspapers, magazines, tabloids and others, while the electronic media consists of TV and radio.

From the theory above, the writer concludes that there are two kinds of promotion medium. It could be through the print media and electronic media. These media have similar function in sharing information to the society, and promote something.

2.23 Promotion through Social Media

The emergence of Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of other people about products and the companies that provide them. Thus, the impact of consumer to consumer communications has been greatly magnified in the marketplace.

The advertising world is going through a revolution, one that we call the "User Revolution" as it is happening primarily with the consumers, who are taking control of content consumption and branding. We believe this trend will cause a significant rise in prominence of the Internet as a major content consumption and marketing medium. The Internet has increasingly become a principal medium for community, communication, and entertainment. The Internet has become a mainstream media outlet that now rivals traditional media for reach and advertising dollars. (Rashtchy, Kessler, Bieber, Shindler, & Tzeng, 2007, p1).

Mangold, and Faulds (2007,p.1) point out that social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to

talk to their customers, while in a nontraditional sense it enables customers to talk directly to one another.

As the phenomena above, promotion through social media is one of the ways of the company to communicate directly between the customers and company. In case, they only use the internet for their communications.

2.3.1 Definition of Tourism

According to Mathieson and Wall in *Heritage Tourism & Museum Management* (2011, p.2) tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs.

While tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups traveling away from home (Bonarou,2011,p.3).Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

Relates to the explanations above, tourism is tourism is a wide variety of tourist activities that supported by facilities and services that is given communities, businessmen and government.

2.3.2 Types of Tourism Objects

In Undang- Undang no.9 (1990), it is stated that tourism objects consists of: (1)Tourism objects and attraction by God, includes nature, flora, and fauna. (2) Tourism objects and attraction of human made. It includes museums, ancient relics, art and culture tourism, agro tourism, tourist rush, outdoor adventure, recreation

parks, and entertainment complex. From this explanation, the writer can conclude that tourism objects have two categories to visit a tourism object.