

CHAPTER II

LITERATURE REVIEW

2.1 Definition of Blog

Ita Rosita and Isty Alfiany (2010) states that Blog is short for weblog, a term first used by Jorn Barger in December 1997. Jorn Barger uses the term to describe a group Weblog personal websites that are always updated continuously and contains links to other websites that they find interesting along with comments- their own comments.

Broadly speaking, Weblogs can be summarized as a collection of personal website that allows the creators to show different types of content on the web with ease, such as paper, a collection of Internet links, documents (Word files, PDF, etc.), images or multimedia. The creator of the blog called Blogger. Through the blog, Blogger becomes easily recognizable personality based on what topics are popular, what response to the links in the select and issues there in. Therefore Blog is very informal.

Another development of Blog when it posts about what a blogger thinks, feels, to what he does everyday. Blog is also used as Diary Online on the Internet. The only thing that is different, that is Blog or Diary Online can also be the Journal that is made in order to be read by others.

2.2 Steps in Designing the Blog

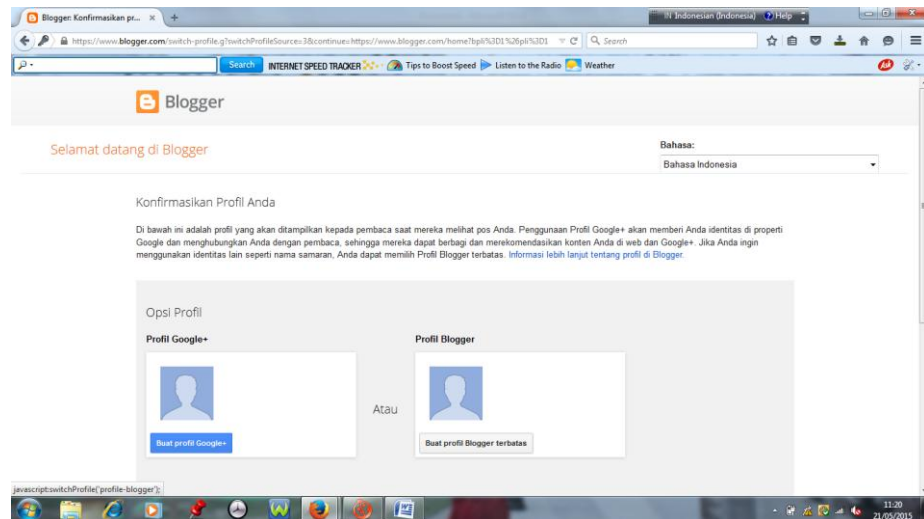
There are some steps to designing the blog, such as:

a. Log in Google Mail

Log in to your google mail or gmail, type your email address and your email password to log in.

b. Klik www.blogspot.com

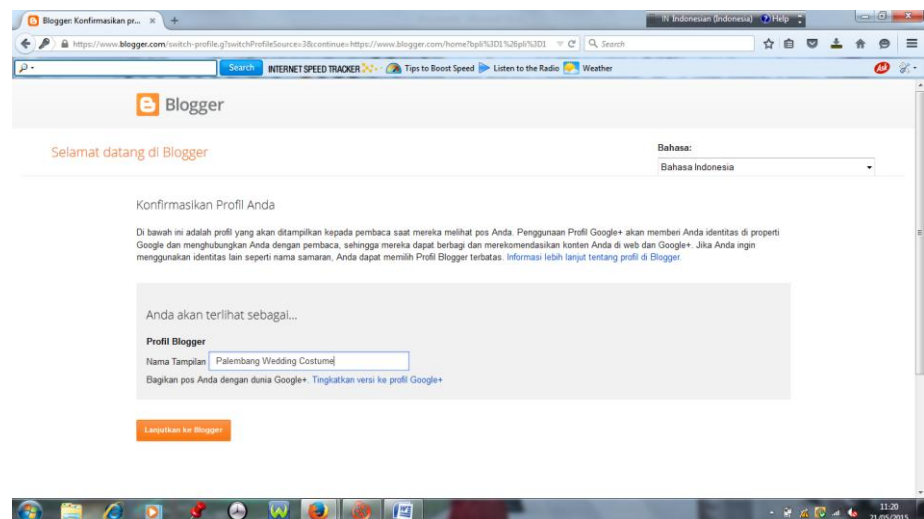
Confirm our google mail profil to connect with blog and design the blog.



Picture 1: First Step to Make a Blog

c. Fill the Username of Blog

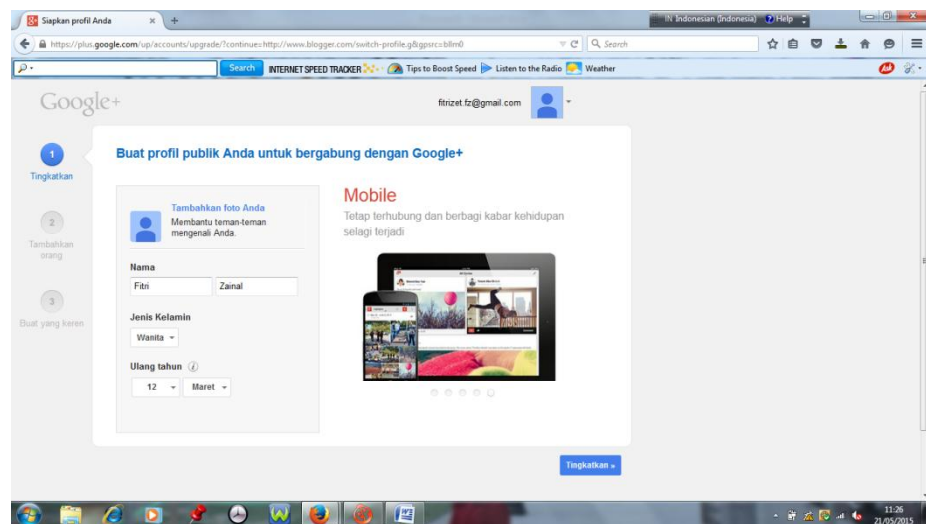
Type our name in the blog that we want to design.



Picture 2: Second Step to Make a Blog

d. Type Our Name to the Profil

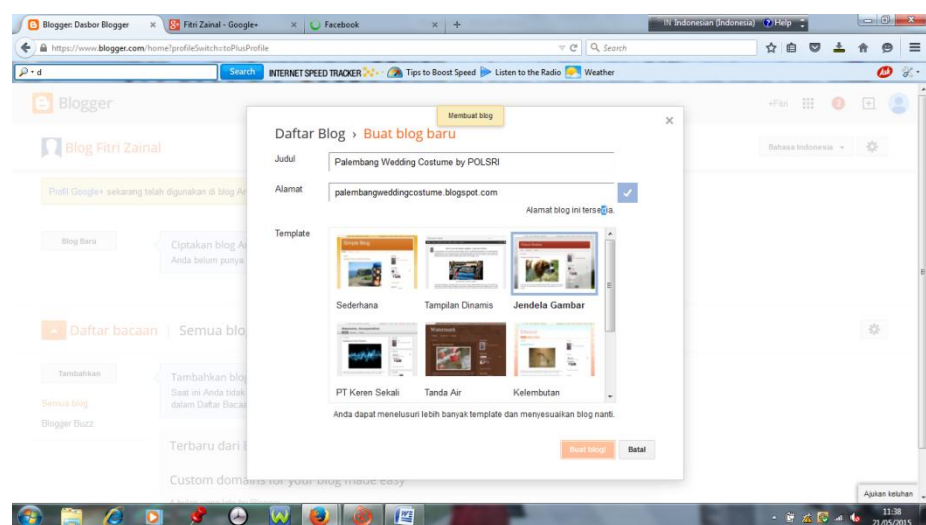
We should fill our full name, gender, and date of birth.



Picture 3: Third Step to Make a Blog

e. Type the Tittle of the Blog

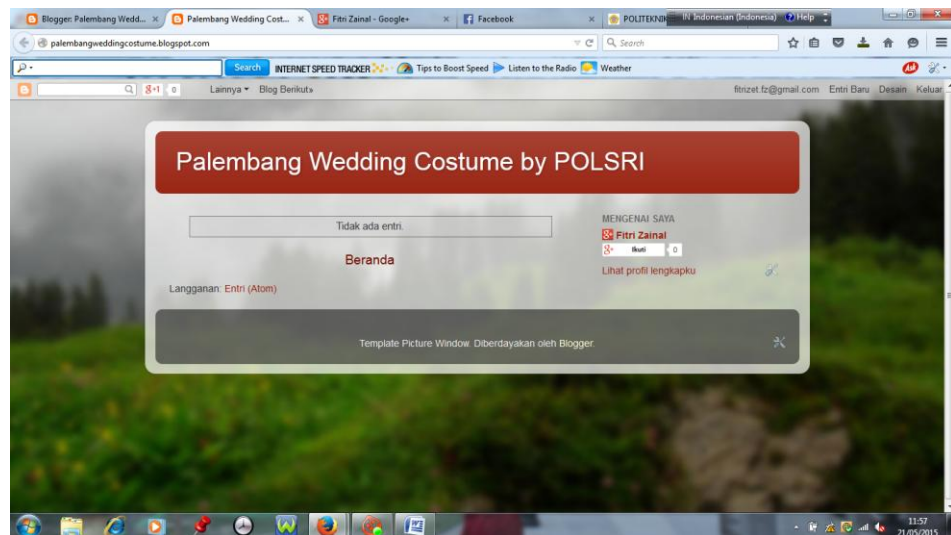
Type the tittle of blog and the address that will be applied in blog. After that choose our favourite template



Picture 4: Forth Step to Make a Blog

f. The Display of Blog

The display of blog would be like this.



Picture 5: Display of The Blog

2.3 The Purpose of Blog

According to Ewidyanto (2011), the purposes of blog in general are as follow:

1. Delivering useful information for yourself and for others
2. Providing an advantage for themselves or others
3. Distributing hobby and pastime with positive activities
4. Working or self-actualization
5. Exchanging knowledge with readers, bloggers write, visitors to give feedback or comment
6. Sharing experiences
7. Sharing useful software, such as photos, movies / videos, documents, etc.

There are various kinds of blog. The purposes of the blog itself are also influenced by the types of blog, such as personal blog which provides updated information about the blog owner, like the experience, memorable things, diaries, personal travel notes, and so on. There is also healthy blog which provides the

latest health information and business blog which provides the latest information about the business of a company.

2.4 Types of Blog

2.4.1 Based On Platform

1. Free Blog, as blogger / blogspot, wordpress, etc.
2. Self-Hosting Blog, as wordpress.org, joomla, drupal, etc.
3. Citizen Journalism Blog, as kompasiana, blogdetik, etc.

2.4.2 Based On Content Format (Content)

1. Vlog. Vlog = Video Blogging = Vlogging, namely the blog with the main content such as video.
2. Photoblog. Abbreviated Phlog is a blog with photos main content.
3. Audioblog. Blog contains vocal recording or voice as the main content, such as podcasts and MP3 blogs or musicblog, which memungkinkan the music files may be downloaded.
4. Microblog. Microblogging is blogging by writing or unlimited text, under 200 characters, like Twitter, Facebook, MySpace, and LinkedIn. However, Facebook currently allows Facebooker write long status, plus facilities Facebook Note.
5. Niche Blog, a blog with a specific theme or containing a specific topic, such as health blogs, political blogs, etc..
6. General Blog, a blog that contains a variety of topics, not specialty specific theme.

2.4.3 Based On the Themes

Types of blogs based on the theme very much, ranging from:

1. Personal blog (containing vent or personal notes)
2. Political blog
3. Health Blog

4. Blog mode (fashion blog)
5. Blog religion
6. Business blog (online store)
7. Blog "No origin" (made but 'not updated updated!).

2.5 Kinds of Tourism

a. Cultural Tourism.

It is intended for travel on the basis of a desire to expand one's outlook on life with the visits or review elsewhere or abroad, studying the state of the people, customs, and their customs, their way of life culture, and their art. Often a trip like this together with an opportunity - an opportunity to take part in activities - cultural activities, such as art exposition (dance, drama, music, and sound art) or patterned historical activities and so on.

b. Maritime or Nautical Tourism

This tourist type is associated with many sporting activities in the water, the more so in the lake, beach, bay, or ocean such as fishing, sailing, diving while taking the picture, surfing competition, rowing races, look around the garden with a beautiful view on the sea bottom surface water as well as a variety of recreational waters is mostly done in areas or maritime nations, in the Caribbean Sea, Hawaii, Tahiti, Fiji and so on. In Indonesia many places and regions which have maritime tourism potential of this, such as the Thousand Islands in Jakarta Bay, Lake Toba, beach island of Bali and the surrounding small islands, marine parks in the Maluku Islands and so on. This type is also called water tourism.

c. Health Tourism.

It is intended to be a tourist trip with the goal to leave the state of the environment in everyday where he lived for the sake of rest in the sense of body and spirit by visiting the resting places like hot springs containing

minerals that can heal, a place which has a salubrious climate or air places that provide other health facilities.

d. Sports Tourism

It is intended for tourists who travel with the purpose of exercising or attending a sporting event in a place or a country such as: Aisan Games, Olympics, Thomas Cup, Uber Cup, and others. Other sports that are not included in the games or games for example: hunting, fishing, swimming, and various branches sports in water or in the mountains.

e. Commercial Tourism

Everything included in this commercial tour is visiting exhibitions and fairs for commercial purposes such as industrial exhibition, trade shows, and so on. At first, many people argue that this can not be classified in the world of tourism on the grounds that the travel activities for exhibitions or fairs is only done by people who typically have business dealings. But in today's reality exhibitions or fairs are visited by many people mostly with the aim to have a look that requires accommodation and transportation facilities. Besides, in a week or exhibition araya usually enlivened with various attractions or show art. That is why commercial tour becomes a reality which is interesting and causes the transport and accommodation entrepreneurs make special designs for this purpose.

f. Industry Tourism

Tourism industry is closely related to the journey undertaken by a group of students or students, or lay people to a complex or daerh industry where there are factories or large workshops with the intent and purpose to conduct research or review. This type of activity is done in many developed countries where people have the opportunity to conduct visits to areas or complex industrial plant.

g. Politics Tourism

This tourism tours include trips taken to visit or take part in political activities such celebration event Aug. 17 in Jakarta, October 10 celebrations in Moscow coronation Queen of England in London and so on. Usually the accommodation facilities, and transportation as well as various attractions held royally for the visitors. Besides, that was included in the tour of political activities on important events such as: conferences, meetings, congresses, or political convention which is always accompanied by field trips.

h. Convention Tourism

Various countries today build convention tourism by providing facilities building with rooms where participants convened for a conference, meetings, conventions, or other meeting both national and international. For example, in West Germany has the International Congress Center in Berlin, the Philippines has the Philippine International Convention Center (PICC) in Manila, Indonesia has Senayan in Jakarta Convention Center for organizing sessions that big meeting with modern equipment.

i. Social Tourism

Social tourism is organizing a trip cheap and easy to provide an opportunity for low-income communities to travel, such as kamum workers, youth, students, farmers, and so on. This organization seeks to help those who have a limited ability to financially be able to take advantage of the time off or leave so as to add to the experience and physical health.

j. Agriculture Tourism

Agriculture Tourism is organizing tourist trips made to agricultural projects, plantation, breeding ground, and so on where tourists can visits

and review for the purpose of study or to simply enjoy a wide variety of plants.

k. Nature Reserve Tourism

This tour is usually organized by the agency or travel agency that specializes on efforts by regulating travel places or nature reserves, protected parks, forests mountainous areas, and so that continuity is protected by law. This tour will be heavily linked with a penchant for natural beauty, freshness weather mountain air, the magic of live animals and rare wildlife and plants that are rarely found elsewhere.

l. Hunting Tourism

This tour is done in many countries that have a lot of areas or forest hunting is allowed by the government and promoted by various agencies or travel agency. Rush tour is arranged in the form of safari hunting to forest areas that have been set by the government. As in Africa to hunt elephants, lions, giraffes, and so on. In Indonesia, the government opened a hurry to travel baluran area in East Java, where tourists may shoot the bull and boar.

m. Pilgrim Tourism

Attraction type is a bit much associated with religion, history, customs and beliefs people or groups in society. Pilgrims travel a lot in an individual or group to the holy places, to the tombs of the great or exalted leaders, to the hills or mountains considered sacred. The pilgrim tour is much linked with the intention or desire of tourists to obtain approval, inner strength, firmness of faith, and it is not uncommon to obtain blessings and riches. For example: those Catholics do this pilgrim tour to the palace of the Vatican in Rome, the Islamic holy land, Buddhists to holy places in India, Nepal, Tibet and so on. In our country many shrines or sacred visited the followers of a particular religion for example

Borobudur, Prambanan, Besakih in Bali, Spring Sono in central Java, Wali Songo Tomb, Tomb of Bung Karno, and so on.

n. Honeymoon Travel

Honeymoon Travel is an organizing trips for newlyweds on their honeymoon with special facilities such as hotel rooms at a special bridal provided with special equipment paced high berslera wall decor, large mirror in the corner sharing, and other facilities that generate romantic impression for those who enjoy the room. The types of these tours can be grown more dependent on conditions and situations the development of tourism in a region or a country. The more creative and a lot of ideas held by those who dedicate their lives to the development of tourism in the world, increasingly also shapes the types of tours that can be created for the progress of this industry.

2.6 Tourism Communication

According to Sary (2008, p.8), tourism communication is an human activities in conveying information about traveling to an area or attraction to be visited by tourists while enjoy the tourism object, so they are interested and want to have an action about it so tourism communiacation activities include tour guiding, advertising, and promoting about tourism object and destination. Moreover she argued that the variables of tourism communication are credibility, context, content, clarity, continuity, consistency, cannels, capability of audience, attention, interest, desire, decision, and action.

Channels as one of variables of tourism communication are very important to promote the tourism object and destination. Channels are the medias used to convey information and mesages to communication target. The medias are blog, brochure, leaflet, booklet, folder, tourist map, display materials, cultural attractions, events, and exhibition.

2.7 Wedding Costume

Wedding costume is clothes worn by the bridegroom in the wedding party. According to Afikhairunisa (2014), wedding costumes are clothes like clothes in general, but have certain identities which recognized as characteristic of a particular region. Characteristics which are owned and recognized as belonging to that region can be a motive, images, materials, colors or certain models

2.8 Palembang Wedding Costume

Indonesia has been known since ancient time for its cultural diversity, because in Indonesia there are many customs and cultures rooted in each region and tribe in Indonesia. Dessy Wahyuni (2014) in dessywahyuni88.blogspot.com/ states that traditional costume can show the level of culture in an area. Then, traditional costumes are only used for costume ceremony. It means that traditional costumes are clothes that worn by people in area that has historical value and meaning. They are also only for custom ceremony. It happens because generally traditional costumes are less practical. Traditional costumes are clothes that shows the social identity or custom of an area of tribe.

One of cities that has unique wedding costumes is Palembang. Dinas Kebudayaan Pariwisata Kota Palembang (2008, p.56) states that Palembang wedding costumes called as *Aesan Pengantin* or *Penganggon*. There are three kinds of *Aesan Pengantin*, they are:

a. Aesan Haji

Palembang Aesan Haji is used by man who wears jubah peradan (gold peradan), short songket clothes, songket shawl, black button, diamond ring, *berketu (kopiah haji)* with gold embroidery, *terompah* (sandals). Furthermore, woman wears *gelung malang* hair style, yellow, songket clothes. She also wears necklace, *bandong* dan *terompah*.

b. *Aesan Gede*

Beauty fashion style *Aesan Gede* is irrefutable. Jewelry sparkling golden red color would be the center of attention. *Aesan Gede*'s crown, *bungo cempako*, *kembang goyang*, *kelapo standan*, reflecting the triumph and cultural diversity during the Glory of Sriwijaya. Dodot clothes combined patterned songket lepus silver rifle become one of its uniqueness.

c. *Aesan Paksangko*

One of the traditional wedding dress styles is Aesan Pak Sangko Palembang. This kind of clothing is also used as a Wedding Dress Ogan Komering Ilir (OKI) and Ogan Ilir, South Sumatra. The bride using brackets red shirt sow flowers golden star, songket lepus, lotus covering the chest and head ornaments in the form of the crown of Pak Sangko, *kembang goyang*, *kelapo standan*, *kembang kenago*, and luxury jewelry golden. The groom cloaked gold floral motif sowing, pants (trousers) bride, songket lepus, songket sash and gold skull cap adorn the head.

As the identity of Palembang, Palembang traditional wedding costume is also has some meanings. According to Syamsir (2013) <http://www.aamcatering.com/menuadat/73-kristalisasi-gaya-sriwijaya-busana-pengantin-adat-melayu-sumatera-selatan>, the costume color means sacred and holy. The costume design and the accessories decorated on it mean greatness and honor. And then, generally all of of the complements are the costume for king and queen, so that the symbol of nobility and greatness are seen.