

CHAPTER II

LITERATURE REVIEW

1.1 Tourism

Activities undertaken to obtain pleasure is one thing that conducted by many people to fulfill the personal needs in attempt to get their own happiness. Many activities conducted to achieve its aspirations and the one that performed is doing travels from one place to other place with long periods of time or moment. Travel made by someone for purposes of getting pleasure is one of the activities that relate to tourism and it is a proof that travel is part of the tourism and it corresponds with Christie (1984) that the travel and tourism has a relationship that is mutually involve each other.

According to Kodhyat (1983:4), Tourism is traveling from one place to another, temporary, done individually or in groups, an effort to find a balance or harmony and happiness to the environment in the social, cultural, nature and science. Temporary human displacement that conduct with the aim to go out from the routine jobs, get out of his place, and left his activities for a while as the way for fulfilling their personal needs (Marpaung, 2000:13). Tourism as the sum of phenomena and relationship arising from the travel and stay non-residents, in so far they do not lead to permanent residence and are not connected with any earning activity (Burkart:1981)

Thus, several definitions from the experts and it can be concluded if tourism is travel activities, which are often carried by many people with different reasons, or purposes and these activities are a temporary displacement with long term or short term. Because the number of travel being undertaken by many people, indirectly these activities add the development of the tourism sector that has existed and at this time tourism is available to fulfill the needs of society which is increasing significantly and this sector is giving a lot of positive impacts for covering various aspects which include as the object of society needs and this thing is also becoming a media for creating people interaction each other that includes individual or group interaction.

Through the development of tourism which is progressing now then these activities has been designated as the sectors that able to fulfill the society needs

which could increase the income of every individual and the development of tourism is corresponding with the statement of Setyanto (2000) that “through the development of tourism activities at the time of the program has become one of the necessities that are generally adjusted to obtain the income of each individual, and this activity has also been a concern for Indonesian people themselves”. By the development of tourism then the government must also contribute for optimizing the sector as an effort to fulfill the needs of society around and maintain its development in order to remain a sector, which donates profits to increase foreign exchange income. The role of government in promoting tourism is very influential for the sector and one of the efforts to maintain and develop tourism itself is committing tourism promotion activities.

1.2 Tourism Promotion

As an effort to maintain and improve the development of the tourism sector then there must be an effort for realizing these desires and the effort is doing tourism promotion activities. Tourism Promotion is an activity that aims to influence and based on the plan or program regularly. Tourism promotion is a key variable in tourism marketing strategy and plan can be seen as an element for creating opportunities to dominate the market. Elements of promotion which used is composed to see the conditions of tourism demand (Yoeti, 2005:169)

Promotion addressed to the public in their own country with the intent and purpose to change society's view in order to have the awareness of the usefulness of tourism for individuals or community groups. According to Pendit (1999: 23) promotion is addressed to the external world where this information campaign actually contains a variety of facilities and a unique attraction is also interesting and can be presented to the tourists. Through this promotion, activities then expected tourism development will remain intact and constantly increasing from year to year that can increase tourism sector itself. Tourism promotion include; find what the consumer desires (market reason), to develop the provision of appropriate services to tourists (product planning) notification of product made (advertising and promotion) and provides instructions where travelers can obtain a

product (Marpaung, 2002:118). Additionally the role of this promotion is to develop the effectiveness and can produce appeal and motivation of tourist for visiting the tourism object. As for the promotion itself can be clarified into two parts, there was:

a. Direct Promotions

The last goal of all marketing and promotional activities are those who ultimately spending money to conduct sightseeing trip. Ultimate success of tourism promotion will be seen from the large number of people who earnestly visited tourism object that promoted. Moreover, some of that is often used in these direct promotional activities are:

1. Demonstration (display) traditional house or traditional dress. With the demonstration, potential customers / tourists will recognize it.
2. Printed materials (prospectus, leaflets, folders, tourism map, guidebook, booklet, or brochure) distributed and include a variety of information and encouragement may be a reference for tourists.
3. Special exhibition and events, such as cultural objects, art performances and so on, which can be increased to weeks or months for tourism, which may be held in the region of tourist destination itself.

b. Indirect Promotion

Indirect promotion is addressed to the suppliers of products for tourism, such as general travel agency and its branches, travel agencies, organizations, travel, and so on. The purpose promotions to dealers are:

1. Attracting those attentions to the components of tourism product that offered and make them be willing to sell it in their tourism product stacking.
2. Creating conditions and provides a means for them to formulate appropriate tourism products for selling it to the consumers / travelers.

In addition, some of that is often used in indirect promotional activities are:

1. Information provision in the form of printed matter
2. Publication in the professional magazines that circulated in the area distribution companies
3. Creating product documentation may be published through electronic media such as video or documentary in promoting tourism objects.

Based on the ways of promotion, it can be explained that the tourism promotion activities can be conducted and be implemented as an effort to develop the tourism itself. The success of promotion may measure by the number of information requested and the large volume of tourist arrivals (Soekadijo, 1996:24). From the explanation above, it can be concluded that tourism promotion activities is one of activities that can support the development of tourism and help the tourism destination itself.

1.3 Media as Tourism Promotion

According to Kotler (1972, p.172), the word “promotion” gives interpretation and various languages. The word “promotion” is aimed at informing, persuading, or reminding specifically. The target is to influence the potential customers or trade through communication so that they intend to conduct something. Promotion media are tools to communicate products/service/images companies or the others to better known to the people. The oldest media campaign is mouth-to-mouth promotion. This media is very effective, but less efficient because the speed of the promotion delivery cannot be predicted and because of the reason, nowadays some people implement the promotional activity in several ways, such as doing promotion activity using proper media. Media can be classified into several forms, namely print media and electronic media. Media promotion in the form of print media is divided into newspapers, magazines, leaflets, posters, brochures, banners and so forth. Meanwhile the electronic media can be exemplified through radio, mobile phones, and televisions. In this case can be indicated if the two media is

implemented through the device of different tools but have the same function and purpose, which are promotive and persuasive.

Channels as one of the variables of tourism communication are very important to promote the tourism object and destinations. Sart (2008,p.13) states that channels are the medias that used to convey information and messages to communication target. According to Irene (2012) in official news website Antara Sumsel (2012), tourism promotion is one the right way in order to improve the development of the tourism sector. Tourism that related with promotion can be done in many ways and media is one the right ways to undertake the promotion activities. According to Sudiarta (2011) as cited in Sudiarta blog (2011) said that if the tourism sector will be developed to grow rapidly if the media is able to do its part to improve and publish the potential areas of tourist destination both natural tourism, cultural, and historical attractions. In addition promotion using media it can publish certain information about the destination and one of the media that appropriate to promote the tourism destination is visual media.

From those opinions above can be indicated if media plays an important role to carry out tourism promotion activities in a way to publish tourist attraction and media that appropriate to use in publication activity is media visual that are part of electronic media. Visual media such as video / film broadcast via electronic tools for example through television. Seen from the tendency of many tourists come to tourism place because of the domination of photos or pictures seen in the electronic media such as the Internet, television and others. It indicates that many tourists tend to use visual sense, which is supported by curiosity to visit the place, and due to this reason then media visual is an appropriate tool to use as tourism promotion that qualified.

1.4 Visualization

Visualization is method-using computer to find the best method of displaying data for recall information. By means of acceptance human nature as well as providing a way to view the data which difficult to see with the thought so that

researches were able to observe the simulation and computing, as well as enrich the process of invention scientific and develop a deeper understanding and unexpected. One example is to display data / information in the form of images (McCormick et al., 1987).

Visual Media means that all the props used in the process of learning that can be enjoyed through the five-senses the eyes and it can facilitate understanding and strengthening the memory of something that is therein contained (Daryanto, 1993: 27). Audio-visual media are the type of media that contain elements in addition to voice also contains elements of the image can be seen, for example, video recordings, films, slide sound, and so forth (Vienna: 2010)

From some explanation above that come from the experts, it can be identified if the visual media is a tool used to facilitate the grasp someone in considering an image that contains information that will be submitted. Through visual media, the process of information will easily delivered and the purpose of the contents visual exposure can directly defined.

Visual media has a function to distribute messages from the source to the receiver. The messages will be delivered and poured into visual symbols. Besides, this media can attract the attention, clarifying presentation ideas, illustrate or decorate a fact that may be quickly forgotten if not visualized. Visual media is type of media that contains elements of sound and pictures that can be seen, for example a videotape, a wide range of the size of film, slide sounds, and so forth. And from some of the functions described above, the use of products that are part of visual media such as video/film is suitable for use in tourism promotion activities that could support the development of the tourism sector itself because video/film is an image that can move quickly and alternately thus providing a continuous visual and then could describe an object that moves along with natural sounds or appropriate sounds. Moreover, by using the visual media is expected to assist the promotion activities that can generate a positive impact to support the increasing of tourism destination.

