

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Tourism**

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.

According to the Law of the Republic of Indonesia Number 10 Year 2009 on Tourism, tourism is a wide range of tourism activities and supported by various facilities and services provided by the community, businessmen, the Government and Local Government.

Besides, according to E. Guyer Freuler in Yoeti (1996: 115) Tourism in the modern sense is a phenomenon of the present day that is based on the need for health and air change, conscious and growing judgment (love) of beauty and in particular due to the increasing association of various peoples and class of human society as a result of the development of commerce, industry, trade and refinement of the means of transportation.

Meanwhile tourism, according to Fandeli in Damanik and Weber (2006), can be divided into three parts, namely:

##### **A. Nature Tourism**

Tourism is a tourist attraction that is done by visiting a tourist destination that has the uniqueness of its natural attractions, such as sea, coastal areas, mountains, valleys, waterfalls, forests and attractions that are still natural.

## **B. Cultural Tourism**

Tourism cultural attraction is a tour conducted by visiting places that have unique or cultural peculiarities, such as dragon village, Toraja land, Kampung Adat Banten, Kraton Kasepuhan Cirebon, Yogyakarta palace, and other cultural attractions.

## **C. Special Interest Tourism**

It is a tourism that is done by visiting tourist attractions that suit the interests of sports such as tourism, spiritual tourism, culinary tours, shopping, with the types of activities such as bungee jumping.

### **2.1.1 Tourism Product Components**

The tourism product may be defined as a series of interrelated services, namely services produced from various companies (economically), community services (social aspect) and natural aspects based on activity at a destination. The package is perceived by the tourist as an experience available at a price.

According to Damanik and Weber (2006: 11) tourism elements are often referred to as triple A's which consists of attractions, accessibility, and amenities as follows:

#### **A. Attractions**

Brief attractions can be interpreted as a tourist attraction (both tangible and intangible) that provides pleasure to tourists. Attractions can be divided into three, namely natural, cultural, and artificial attractions. Natural attractions include natural scenery, cool and clean air, forests, river caves, and a wealth of flora and fauna. Besides that there are some cultural attractions such as historical relics and community customs. Artificial attractions can be given by Bogor Botanical Garden, Safari Park and so on. Another element inherent in this attraction is hospitality, i.e. accommodation services or lodging, restaurants, travel agencies, and so forth.

#### **B. Accessibility**

Accessibility covers the entire transport infrastructure that connects travelers to, and to and from, tourist destinations, from land, sea, to air. This access is not only concerns the quantity aspect but also the timing, comfort and safety. Transportation

worth offering is that the passenger transport departs to and arrives on time in object destination. It is also with a standard level of comfort and safety.

### **C. Amenities**

Amenity is the infrastructure that is not directly related to tourism but is often part of the needs of tourists. Banks, money changers, telecommunications, rental businesses, publishers and tour guide books, performance art (theater, cinema, pubs, etc.) can be categorized into this section.

## **2.2 Promotion Media**

Promotion media has a general meaning as a means to communicate a product, service, image, company or others to be better known to the wider community. Promotion media is as well as a means for communication such as text or image (Pujiriyanto, 2005: 15).

Faris (2014) divides the promotion media into two types as follows:

### **1) Above the Line (ATL) or Upper Media**

Marketing or marketing Above the Line (ATL) is the marketing of products or services that use the mass media. ATL is an indirect media that concerns the audience because of its nature is limited to the reception of the audience. The media used are usually the *television media, radio, print media, and internet*.

The followings are characteristics of **Above the Line (ATL)**:

- a. Target audience wide.
- b. More to explain a concept or idea and no direct interaction with the audience.

### **2) Below the Line (BTL) or Lower Line Media**

Below The Line (BTL) is a marketing or promotional activity conducted at the retail or consumer level with one of its goals is to embrace the consumer to be interested in a product.

BTL is a direct media that concerns the audience, for example: program bonus or rewards, events, founding consumers, and so on.

The followings are characteristics of **Below the Line (BTL)**:

- a. Target audience is limited.
- b. Media or activities provide an audience the opportunity to feel, touch or interact, even directly buy.
- c. The media used are events, sponsorship, sampling, points of sale (POS) materials, consumer promotion, and so on.

The purpose of promotion media as the effect of communication is as follows:

1. Increasing customers' perception of a need (category need).
2. Introducing and providing an understanding of a product to the consumer (brand awareness).
3. Encouraging the selection of a product (brand attitude).
4. Persuading customers to buy a product (brand purchase intention).
5. Balancing the weakness of other marketing mix elements (purchase facilitation).
6. Embedding the image of the product and the company (positioning).

The followings are the media used in marketing **Above the Line (ATL)**:

### **1. Television Media**

Of all the existing communication media, television is the most influential medium on human life. Television is as part of audiovisual culture and is the most influential medium in shaping the attitudes and personalities of society at large. An essential element of television culture is the use of verbal and visual language, as well as in conveying something like message, information, teaching, science and entertainment. Culture brought by television by itself began to grow in the community. (Wibowo 2009: 17)

However, the advantages and disadvantages of television are as follows:

**1) The Advantages of Television Media:**

- a. Can be enjoyed by anyone.
- b. Can reach a large area.
- c. The broadcast time is certain.
- d. It has strong delivery and influence as it can provide a combination of sound and picture (moving).
- e. Makes it easy for the audience to understand what is advertised.
- f. It does not require the skills and capabilities of reading as in the printed media. With pictures, everyone has enough understanding of the meaning.

**2) The Disadvantages of Television Media:**

- a. The cost is relatively high.
- b. Can only be enjoyed for a while (message passes very fast).
- c. Selective audiences (not as sharp as other media might reach inappropriate segments due to geographical waste).
- d. Technical difficulties.
- e. Not all places can be reached by television broadcasting.
- f. Not everyone has a television set to see; therefore the price is relatively expensive.



**Figure 2.1** Indonesia Television Channels

## 2. Radio

According to Arifin (1984), radio is a tool of mass communication, in terms of human statement channel which is generally open and channeled a wave that reads, in the form of regular programs whose content is topical and includes aspects of the realization of community life.

Meanwhile, according to Widjaja (2000), radio is the whole system of sound waves emitted from the transmitter station and received by the receiver at home, car, etc. and released anywhere.

Furthermore to the definition and type of radio described above, the radio also has advantages and disadvantages in promoting a product or service.

The followings are advantages and disadvantages of radio:  
(<http://www.uterogroup.com>)

### 1) The Advantages of Radio:

- a. The cost is relatively low (in terms of its hardware and in broadcast production).
- b. Acceptable by anyone.
- c. Can reach a large enough area.
- d. Auditive; more freely in the delivery of its messages without many variants.
- e. Creating imaginative audio. The effects are more powerful than the visual effects.
- f. Great penetrating power does not recognize obstacles. Radio that uses SW waves, MW, has the ability to penetrate a large area so that the message delivered can overcome the distance, space and time.
- g. It is a rapid means of disseminating information.
- h. Radio can be received and heard in the area without electricity or does not always require electrical power.
- i. Practical (portable can be taken anywhere) and audience selectivity.
- j. Overcoming illiteracy means that radio listeners are not required to be able to read.

### 2) The Disadvantages of Radio:

- a. The time is limited.

- b. Do not bring up pictures.
- c. Listeners often do not listen fully because they are interspersed with other work.
- d. Noise factors (specifically MW and SW waves).
- e. It is difficult to convey complex messages
- f. Alternative audience in the selection of more stations (intense competition)
- g. Audible or Auditive at a glance while television is more complete.
- h. Cannot be used to deliver abstract and complex events (complicated).
- i. Radio is a time-organized medium, so for the arrangement of the program the event considers the following: For the delivery of messages that are informative then the maximum duration is 15 minutes. For entertainment events can be up to 30 until 45 minutes.



**Figure 2.2** One of Radio Channels in Palembang

### 3. Printed Media

There are various types of printed promotional media that can be used to promote. There are newspapers, magazines, brochures, banners, and some specialty ads are also considered print. However each printed medium have set their advantages and disadvantages. While each medium has its own advantages and disadvantages, they collectively have some pros and cons relative to non-print media forms.

#### a. Newspapers

The followings are the advantages and disadvantages of newspapers:

##### 1) The Advantages of Newspapers :

- a) Usually relatively inexpensive.

- b) More flexible in determining the publishing schedule of promotions and newspapers that publish (whether local, regional or national) related to the audience being targeted by the ad).
- c) Can be enjoyed longer.
- d) Market coverage; Newspapers are able to reach urban areas within the scope of their territory.
- e) Comparison shopping; Newspapers are often used as a reference or consumer reference in buying goods or services.
- f) Positive consumer attitude; the actuality of the information conveyed is also used as a reference reader.

## 2) The Disadvantages of Newspapers :

- a) Easy to ignore.
- b) Quickly stale.
- c) Short life span; although its reach is broad and massive and can be documented, newspaper readers only take about 15 minutes to 30 minutes to read it and generally only once read it. In addition, the information age is only 24 hours after it has been considered stale.
- d) Clutter; if the contents and layout is chaotic will affect the meaning and understanding of the content of advertising messages by readers.
- e) Limited coverage of certain group; certain groups cannot be reached by newspapers, for example, lower middle-class or under-15s.
- f) Products that do not fit; some products cannot be advertised using newspapers because they require a demonstration or require some consideration. For examples are bra ads or sports equipment advertisements.
- g) And the type of material used is usually easily torn, meaning high mechanical disturbance, so the information received is not complete.



**Figure 2.3** Palembang POS Newspaper Logo



## b. Magazines

The followings are the advantages and disadvantages of magazines:

### 1) The Advantages of Magazines:

- a) Can be extended for longer (long life span).
- b) The reading is more selective.
- c) Can bring up interesting images (Visual Quality).
- d) Target audiences; One of the hallmarks of a magazine when compared to other media is its ability to reach certain market segments which is specialized.
- e) Audience acceptance; Capability of lifting which products advertised parallel to the target audience's perception of prestige the magazine in question.

### 2) The Disadvantages of Magazines:

- a) The cost is relatively high (expensive).
- b) Flexibility is low (limited).
- c) Distribution; a lot of magazines are slowly circulating, so they just pile up on store shelves. There are also magazines that do not have a proper distribution network. In some areas where purchasing power is high but hard to reach, magazines often do not exist.
- d) And the type of material used is usually easily torn, meaning high mechanical disturbance, so the information received is not complete.

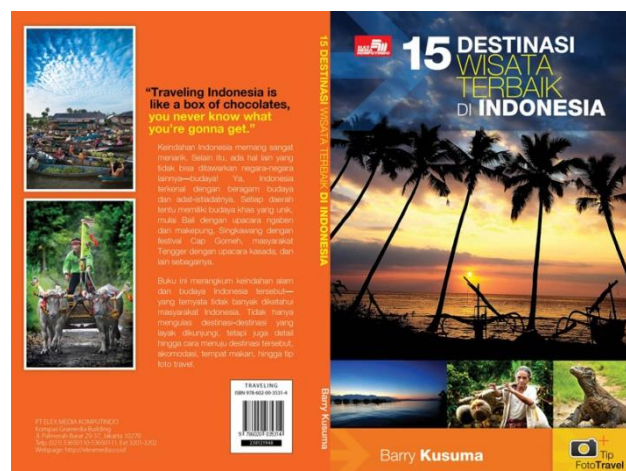


Figure 2.4 Indonesia Tourism Magazine

### c. Brochures

Brochures are generally designed in standard paper sizes and can be folded into two or three sections. Brochures have an own design that is more complicated than newspapers and magazines because it has its own arrangement.

For example, the brochure should prepare headlines, images, and information to be shared. In abroad, reputable companies even hire specialized copywriters to write headlines and brochure content.

The followings are advantages and disadvantages of Brochure:

#### 1) The Advantages of Brochure:

Brochures can be distributed with flexibility rather than posters of limited nature and affixed to certain places only. Brochures are also suitable to be used as printed promotion media in targeted areas. Brochures are not necessarily used to promote only products and services. Brochures can also be used to promote places, programs, and social activities.

The existence of the brochure was already been since time immemorial. Currently the function of the brochure is used as a media campaign and is informative. However, the function of brochures in ancient times precisely is as a tool of propaganda.



Figure 2.5 Palembang Tourism Brochure

## 2) **The Disadvantage of Brochures:**

The characteristic of the brochure as direct marketing makes its reach not wide. If you want to be more knowledgeable in distributing it, then you have to print a lot of brochures as well.

### **d. Banners**

This form is very often found in public places, especially on the streets, even many are mounted transversely above the road tied to the rope on each side. The typical shape is elongated. Usually made of fabric, but now many are made of plastic material. Banners serve as promotional media either in the form of products / services, events, schools and so forth. In addition, banners are a cheap and very effective promotional media. By looking at interesting, consumers will be interested to buy our products or services. At least that has been proven by the number of banners mounted on the sides of road. Banners are a cheap and effective promotional medium for now. (<http://gemapariwara.blogspot.co.id/2012/07/beberapa-jenis-media-promosi.html>)

According to Twindoadvertising.com (2016), it states that the way to hang the banners is on the strategic streets. Because it conveys the information as clearly as possible so that people really know what message is in the banner. If the information in the banner is acceptable, certainly at the time of the event held many people will come to there. At least, consumers will be interested to buy our products or services.

The followings are advantages and disadvantages of Banners:

#### **1) The Advantages of Banners:**

- a) The manufacturing process is not too complicated.
- b) The range of installation is very wide and high frequency.
- c) Includes all target audience.
- d) Placement is flexible geographically.
- e) Easy to remember before buying a product.
- f) Can be seen repeatedly by road users.

## 2) The Disadvantages of Banners:

- a) Less effective due to some of the people passing in front of banners.
- b) Short installation time.
- c) Cannot display full information.
- d) When the frequency is too high, resulting in boredom on the target audience.
- e) Disrupt the beauty of the environment when installed irregularly.



**Figure 2.6** One of the Festival Banners in Palembang city

## 5. Internet

Internet is a means of connecting a computer to any other computer anywhere in the world via dedicated routers and servers. When two computers are connected over the Internet, they can send and receive all kinds of information such as text, graphics, voice, video, and computer programs.

Purbo (in Prihatna, 2005) explains that the Internet is essentially a medium used to define a communication process that is connected to various applications, such as Web, VoIP, and E-mail. Meanwhile, according to Sidharta (1996): although the internet is interconnection between computer networks but in general the Internet should be viewed as an information resource. The content of the Internet is information, can be imagined as a database or multimedia library is very large and complete. Even the

Internet is seen as the world in another form because almost all aspects of life in the real world are on the Internet such as business, entertainment, sports, politics and so forth.

Currently the use of the Internet network has growing rapidly and made the Internet network continues to expand. The internet offers such facilities of sending emails, sending files via FTP (File Transfer Protocol) and mailing list. This makes the internet function is increasing. Also it appears so many applications through social media in internet. Because it cannot be separated that *social media* is a part of internet. When people want to check or browse their social media, the internet use is required.

The benefits of the internet are enormous. The development of information drove very quickly and practically. The Internet today has become an effective and efficient communication medium. The services offered for the convenience of humans in communicating very diverse.

But despite these positive impacts, it cannot be denied that the internet also has a negative impact. The influences of these negative influences remain to be wary of. Here it can be seen that the development of the Internet that initially aims to be positive can be a negative thing if not used properly.

### **2.3 Social Media**

The new type of promotion media that is popular to the people right now is through *Social Media*. Based on Moreau (2017), world's most popular social networking sites certainly have changed over the years, and they'll undoubtedly continue to change as time moves forward. Old social networks will die, popular ones will stick around as they're forced to evolve, and brand new ones will appear. By using this media, also the company does not need a lot of cost to promote the product or service because the reach is quite wide among consumers. According to Brogan (2010: 11) in his book *Social Media 101 Tactic and Tips to Develop Your Business Online* defines "*Social media is a new set of communication and collaboration tools that enable many types of interactions that were previously not available to the common person.*"

Moreover, Dailey (2009: 3) states that social media is an online content created using publishing technologies that are highly accessible and scalable. Most important of these technologies is the shifting way of knowing people, reading and sharing news, and searching for information and content.

In addition, social media has various **characteristics, positive and negative functions and impacts** that support a person using social media.

The followings are some special characteristics of social media given by Purnama (2011:116):

1. Reach: the reach of social media from a small scale to a global audience.
2. Accessibility: social media is more accessible to the public at an affordable cost.
3. Usability: social media is relatively easy to use because it does not require special skills and training.
4. Actuality (immediacy): social media can provoke the response of audiences more quickly.
5. Permanent (permanence): social media can replace the comments instantly or easily make the editing process.

The positive and negative Functions of Social Media given by *Astri (2014)*:

#### **1. Positive Functions of Social Media:**

- a) Selling, social media is really helpful. They do not need to bother to roll out and offer their products, simply display in social media, and then the consumers will come alone,
- b) Friendship, with the many friends from different regions, it will also expand our knowledge of the region and culture outside our environment,
- c) The Society, as a place for them to greet of a common origin or interest. For example, friends of school / college, friends of one office or friends with the same profession, and
- d) The source of science, this function is the best, for example like a motivator.

## **2. Negative Functions of Social Media:**

- a) Expression of feelings, complaints such as the work that piles up, friends who do not match, the lessons are boring, the unfaithful girlfriend, some even complain about the nature of his husband or his own wife,
- b) Insinuating, mutually sarcastic in social media rather than fixing but worsening things, and
- c) Show off, is the incarnation of the arrogant term, also narcissistic. This can trigger a sense of jealousy that many people compete with each other to show who is more capable.

The positive and negative impacts of Social Media in Life given by *Astri (2014)*:

### **1. Positive Impacts:**

- a) An event to multiply friends; Can add new friends and business relationships with ease,
- b) As a communication medium; Simplify our communication with people, both at home and abroad, and
- c) Where to find information; many news agencies also seek to use social media as media dissemination.

### **2. Negative Impacts:**

- a) The appearance of a crime; Many people also use social media as a tool to commit crimes such as kidnapping and fraud, and
- b) Cause the nature of opium; Social media can also cause opium that can lead to the nature of the user to autism or more close to the life around.

The examples of *Social Media* are Facebook, Twitter, and Instagram. Nowadays, in Taman Wisata Alam Punti Kayu uses Instagram as their promotion media in social media. Instagram is a photo sharing app that allows users take photos, apply digital filters, and share them with different services Social networks, including Instagram's own. One unique feature in Instagram is cutting the image into a square shape, so it

looks like a camera result Kodak Instamatic and Polaroid. This is in contrast to the general 4: 3 aspect ratio used by cameras on mobile equipment.

Instagram comes from the understanding of the overall function of this application. The word "insta" comes from the word "instant", like a Polaroid camera that in its time is better known as "instant photo". Instagram can also display photos instantly, like Polaroid inside its appearance. As for the word "gram" comes from the word "telegram", where the workings of telegram itself is to send information to others quickly. Same case with Instagram that can upload photos by using the internet network also the information to be conveyed can be received quickly. That's why Instagram comes from instant-telegram.

The social system inside Instagram is to be following other user accounts, or have Instagram followers. Thus communication between fellow users Instagram itself can be established by giving a sign like and also comment on photos that have been uploaded by other users. Followers also become one of the important elements, where the number of likes of followers strongly influences whether the photo can be a popular photo or not. To find friends in Instagram, you can also use their friends who also use Instagram through social networks like Twitter and also Facebook.



**Figure 2.7** Instagram Logo

Based on Pratama (2015) the purpose of Instagram as a promotion media is as follows:

1. With the existence of social media Instagram then marketing sale of goods or services online becomes easier and effective.



2. Customer gets information about product or service complete and up to date easily.
3. Instagram is well integrated and very effective because it is seen from the many interests of buyers with ease of marketing and sees the product or service itself.
4. By creating Instagram as a means of online marketing, will facilitate the performance of online business actors for online sales transactions with consumers or customers.

Therefore in Regulation of the Minister of Administrative Reform Number 83 of 2012 on Guidelines for Utilization of Social Media Government Agencies states that, the use of social media has shaped and supports new ways of communicating, interacting and collaborating. Social media offers a faster and more precise way to participate in the exchange of information online (in network or online).