

CHAPTER II

LITERATURE REVIEW

This chapter discusses about designing, tourism, tourism destination, tourism promotion, and traveling video.

2.1 Designing

2.1.1 Design

Jhonston in Kasprisin (2011) mentioned that design is a process of making something that inherently has emergent products or spatial patterns in given time-frames that manifest the ever-changing realities in a community occurring within the process. While, according to Booker in Sarwono and Lubis (2007), design is simulating what we want to make (or do), before we make (or do). So, design is a planning process to make a product. Design has a different definition on each function. In this case, the writer discussed the video design associated with this report. It is similar with visual communication design.

2.1.2 Visual Communication Design

According to Zulkang (2013), visual communication design is a science that develops a form of visual communication language in the form of processing messages by individuals or groups for social or commercial purposes, addressed to other individuals or groups. It means, visual communication design is one of ways to deliver the message to people in the form of visual communication. It can be for social or commercial purpose. While, Ardiansyah (2015) stated that visual communication design is a science that studies the concept of communication and creative expression, techniques and media to convey messages and ideas visually, including audio by processing graphic design elements in the form of images, letters and colors, and layout, so that messages and ideas can be accepted by Target. In this case, visual communication design is how to deliver the message and idea through a concept includes audio, graphic design in the form of images, letters, color, and layout. Cezzar (2015), communication design is the art and

practice of planning and projecting ideas and experiences with visual and textual content. In other words, visual communication design is a form of creativity from an idea that is managed for a particular purpose.

Furthermore Maroebani (2008) stated that the purpose of visual communication design as a means of presentation and promotion is to convey messages, get attention from the eyes (visually) and make the message memorable. Pujiyanto (1998) points out that in the creation of visual communication design works there are complex problems between designers and clients, which are interconnected and influence each other in making decisions to produce attractive, effective, and functional designs.

2.2. Tourism

There are some definitions of tourism according to experts. According to Richard (2000), tourism was a journey done for a while, which was held from one place to another leaving its place, with the a plan and the with the intention of not for a strive or a to make a living in the places visited, but simply for a enjoy leisure activities or a recreation and the for a meet the diverse desires.

Goeldner and Rotchie (2006) stated that tourism may be defined as the processes, activities, and outcomes arising from the relationship and the interactions among tourist, tourism suppliers, host governments, host communities, and surrounding environments that are involved to attract and welcome visitors.

According to Schulalard (1910), tourism is the sum of operations, mainly of an economic nature, which directly related to the entry, stay and movement of foreign inside certain country, city or region.

Tourism as temporary movement to destination outside the normal home and work place, the activities undertaken during the stay and facilities created to the cater for the needs of tourist (Chooper, 1996)

Based on the opinions from four experts above, the writer concluded that tourism is an activity of journey to the destination with the purpose to refreshing,

relaxing and entertaining. Tourism related with tourists and also people who work in this industry.

2.2.1 Tourism destination

Ritchie and Geoffrey (1993) argue that the tourism destinations are multidimensional with an emphasis on the diversity of tourism facilities and services within a unified territory, marked by the many attributes attached to the destination. The Law of The Republic of Indonesia concerning tourism number 10 year 2009 mentions that tourism destination is a different geographical area or region within an administrative region or more within which there are elements; tourist attraction, tourism facilities, accessibility, community and tourism that are interconnected and complementary to the realization of tourism activities. According to Hadinoto (1996) cited on Ferryta blog stated that tourism destination is a specific area chosen by a visitor, which he can stay within a certain time.

A tourist destination is an identity in a particular geographic area within which there are components of tourism products and services, as well as other supporting elements such as tourism industry actors, communities and developer institutions that form a synergistic system in creating the motivation of visits and the totality of tourist visits for tourists (Legawa: 2008). Gunn and Var (2002) stated that tourism destination is a place or location, which besides having the attraction that can be seen by tourist also available various activities that can be done by tourists in the place, so that tourists are hooked to visit. Cooper et al (1993) stated Tourism destination is one of the most important elements in the tourism sector because it becomes a pull motivation for tourists to travel, as well as attraction and tourist attraction destinations will lure tourists to visit.

It is means that tourism destination is a place that has elements of tourism; tourist attractions, tourist facilities, accessibility, community and tourism can be visited by visitors who are attracted by the attractions of the place.

2.2.2 Tourism Promotion

There are several opinions of tourism promotion. Baldemoro (2013) stated that Tourism promotion means stimulating sales through the dissemination of information. It means trying to encourage actual and potential customers to travel.

According to Yoeti (2015), 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 are composed to see the conditions of tourism demand.

Tourism promotion is the activity of economic actors in certain economic locality that has the potential of interesting sights. These potentials may include outstanding natural beauty, unique cultural treasures, historical sites, cultural and religious feasts, and the potential of unique economic, trade and investment centers not owned by any other alternative locality. Sudiarta (2011), stated 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.

According to Gromang (2003), tourism promotion moves from prediction and relates to efforts that lead to the possibility of tourism sales. This tour promotion includes all activities planned including the dissemination of information, advertisements, films, brochures, guidebooks, posters, and others.

So it can be concluded, tourism promotion is a form of marketing efforts in the form of advertisements, videos, brochures and more, to attract visitors interested in visiting a tourism destination. While, the purpose of regional tourism promotion can be categorized into the following objectives:

1. Promoting tourism locality as an attractive and lucrative tourist destination
2. Improving and strengthening regional tourism image in domestic and international markets
3. Spreading knowledge of developed tourism products
4. Building and fostering effective communication with the media and the international press.

Furthermore, there are two clarified of promotions:

a. Direct Promotions

The ultimate success of tourism promotion will be seemed from the large number of people who earnestly visit tourism object that promote. Moreover, some of that is often used in these direct promotional activities are:

1. Demonstration the product
2. Printed Materials (prospectus, letters tourism maps, guidebook, booklet, or brochure)
3. Exhibition and events

b. Indirect Promotions

Indirect promotion is addressed to the suppliers of product for tourism such as general travel agency. The purpose are to attract those attentions to the components of tourism product that offered and make them be willing to sell it in their tourism product stacking, and to create conditions and provides a mean for them to formulate appropriated tourism product for selling it to the consumers/ travelers.

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

1. Information provision in the form of printed matter
2. Publication in the professional magazine 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 object

2.3 Traveling Video

2.3.1 Traveling

The traveling is a visit to a particular tourist attraction (Asmara: 2012). According to Pundit (1999), the meaning of the word “travel” is going on a journey to a particular place usually by using some means of transportation.

According to Masster (2010), mention that definition traveling can be defined from two points of view, as follows:

1. Tour as a Product is a traveling plan to one or more transit places and return to the place of origin by assembling some of the necessary travel components on the journey.
2. Tour as a journey is a traveling activity that has its own characteristics that give the color of tourism that is relaxed, happy, and for fun. This is what distinguishes it from other trips.

2.3.2 Video

Arsyad (2011) stated that the video is the images in the frame, where frame by frame is projected through the lens of the projector mechanically so that the screen looks like real image. According to Sholechan (2012), Video is a technology for capturing, recording, processing, transmitting and rearranging moving images. Usually use celluloid film, electronic signal, or digital media. It can be concluded, video is one type of audio-visual media to convey information through images combined with audio that aligns and it is look like real.

According to Dwyer (1978), video is able to seize 94% of the message's incoming channels or information into the human soul through the eyes and ears, and able to make people in general remember 50% of what they see and hear from program impressions. Messages delivered through video media can affect strong emotions and can also achieve quick results which not shared by other media.

Video is a good media to promote a tourism destination. Akhtar (2015), mentioned there are several advantages using video as a media to promote. They are:

1. One of the biggest advantages of using video is help in reaching out to millions of people within a short time, and without spending much money. Your video can also go viral and gain millions of views within days.
2. With audio visual, the message delivery is more effective because it involves multiple senses. The use of sound and images elicits feeling and better understanding of the idea.

3. The target audience will remember what they see and hear from the video, unlike other marketing methods. This is the best way to present the product.
4. Past research shows that more than 79 percent of people who use the Internet frequently watch various videos. This makes this a powerful medium, and if it is well packaged and used effectively, it can work wonders for any company.
5. While using search engine, Internet users check what all is listed on the second page of the results. Mostly, videos are giving much higher priority than pictures, text and audio files thus giving a much better chance to pass on your video message.
6. One of the best advantages of video is that video which created will last for years and will get more exposure with time. Usually ads die out within a short time, but not for viral video.

So, traveling video is an audio-visual media that the contents are about the trip to the destination include tourism aspect such attraction, facilities, infrastructure, transportation, culinary, culture and hand-gift.

There are many ways that many people make interesting traveling video to get a large audience. Alex (2011) said that before departing on your trip, come up with a concept that you want to capture and outline it. Depending on the amount of research you conduct on your destination, you will more than likely arrive with a good sense of what to expect. This will help you in creating a skeleton outline as to what you want to capture, specifics you want to focus on, and an overall vibe you want to create. While there will be many things you will spontaneously film, you should have that skeleton outline. Plan your shots accordingly so you can capture and tell your story. Think about the angle you want the shot from. Next, editing process will be easy because you have a concept and skeleton outline.

The step to design traveling video:

1. Get some simple video editing software.
2. Add your narration to your timeline first.

3. Add your best travel shots to the timeline.
4. Add sound bites from locals to give your travel video more flavor
5. Find music, and add it to your video.
6. Re-edit your video

The first step to edit traveling video is watching your entire video and editing out the extraneous or unwanted parts. Using your video with editing software, you can place transitions in between scenes, text in scenes, special effects, music, and voiceovers. The music chosen will have a great impact on how the video is perceived and the mood is conveyed. Make sure that the chosen music matches the places that visited and the ambience in those places. Music can be reminding you of your trip (Brown: 2017).

Matthew (2015) stated that there are three steps to make a video. They were:

Graphic 1

The flow order of the production process of multimedia product



1. Pre-production

In the production of a film, the pre-production process is the process of preparing all elements involved in a film/ video shot. Start from budget setting, selection of director, actor, cameramen, crew, location, equipment, costume/ wardrobe etc. Principally this process includes; concept definition, design, production plan, documentation, assemble team, building prototype, clear right, client soft-off and funding.

a. Concept definition

Determining the concept or idea is the realization of basic thinking and initial idea that aims to pour it into the audio visual, the initial idea, the theme to be lifted. At this stage determined the target title, target audience, style to be displayed, the desire of the market, the estimated cost needs, and work plan.

b. Design

Design is a process of collecting data and relevant facts, in the form of images, audio, video, and others related to the concept/ idea of production design that will be done. In this step determined the form of the content of the story you want to display, the property information to be used, the image will be displayed either in the form of video, animation, or image, sound / audio needs, technical problems encountered, interaction between content will be raised, Navigation or links to be used on the product.

c. Production plan

Production plan is the stage to create a working concept of what will be done. In carrying out production planning, the steps taken are the making of storyboard content outline, details of production budget, work schedule, equipment requirements, and formation of team members who will work, also evaluate the steps that has been done before.

d. Documentation

Documentation is a stage of collecting all types of data, whether text, video, image, or audio. In the documentation phase, production design and production plan are also carried out. Documentation includes everything about the data and information of the entire production from the beginning of production to the end of production is the process of cultivating projects spoken orally and guides the entire production process.

e. Assemble team

Form a team that is through the formation of team members through the selection in accordance with the integrity of production and expected every team member to work professionally in accordance with their respective duties

f. Building prototype

Building prototype is a brain storming, which is discussing the design that has been created together with members of the dank lien team to seek input and opinions to make improvements.

g. Clear right

Clear right or completion is a process of evaluation from several previous stages. When entering in this section, all previous stages should be completely clear, with control and correction of each part. Hopefully, after this stage, there are no more errors or deficiencies that occur.

h. Clients sign-off and funding

Clients sign-off and funding is the last stage of pre production. At this stage the signing of the contract of work and the payment of fees in accordance with the agreement between the company and the customer. Furthermore this project is ready to be produced.

2. Production

The production process is the stage of field execution, in the form of project work that refers to the preparation resulting from the pre-production process.

3. Post-production

Post production is the final stage of finishing of a series which includes beta testing, evaluating and revising software and content based on beta test results, releasing golden master (final product) of multimedia products, and collecting / storing all materials Used in the production process. The products in golden master are packaged in mini DV / VCD / DVD Pieces, and others.