

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

2.1.1 Definition of Tourism

Tourism is the fun activities that people do to get out of their routine and get out of their place temporarily (Marpaung, 2002 cited in Hamdani 2016). In addition, Suwanto (2004, p.3 cited in Hamdani 2016) argues that tourism is displacement from one place to another place for some reasons and not to look for money. Furthermore, Fandeli (1995 as cited in Soebagyo 2012) states that tourism is everything related to tourism whether it is the exploitation of tourism or business in that field.

According to three experts above the writer concluded that tourism is the activities that are performed only for fun, not to work or to earn a living in that place and then not to stay for a long time.

2.1.2 Types of Tourism

Pendit (2014 cited in Utama 2017, p.145) states that tourism can be divided into eight types according to the tourist's motives. They are cultural tourism, maritime tourism, sanctuary tourism, MICE tourism, agro-tourism, hunting tourism, and pilgrimage tourism.

a. Cultural Tourism

Cultural tourism is the travel on the basis of a desire to increase one's view of life: the state of society, customs, way of life, and learn the culture and art.

b. Maritime tourism

Maritime tourism is travel that is related to water sports such as fishing, diving, sailing or just seeing the beautiful scenery under the sea.

c. Sanctuary tourism

Sanctuary tourism is a trip made by travel agents to visit places that are protected by laws such as mountains, forests and others.

d. MICE tourism

MICE tourism is a blend of tourism activities between leisure and business where activities include meetings, incentive travels, conventions, congresses, conferences and exhibitions (Kesrul 2004 cited in Utama 2017).

e. Agro-tourism

Agro-tourism is a demand of pro, go green and responsible environment.

f. Hunting tourism

Hunting tourism is an activity that aims to hunt animals in certain places such as shooting bull or wild boar.

g. Pilgrimage tourism

Pilgrimage tourism is an activity related to religion, history, customs and beliefs of people or groups in society.

2.2 Promotion

2.2.1 Definition of Promotion

Kotler dan Armstrong (2012, p.62 cited in Hedynata and Radianto 2016) state that promotion is part of the activity to introduce a product in the form of goods or services to the market or company through advertising, personal selling and publications. In addition, according to Nugroho and Japariato (2013, p.2), promotion is an important marketing activities in order to maintain continuity and increase product sales.

The writer can conclude that promotion is an activity that serves to attract people to use the product and service offered.

2.2.2 Purposes of Promotion

According to Tjiptono (1998, p. 221 cited in Raharja., et al 2016) and Rizky and Yasin (2014, p.140) there are three purposes of promotion. They are informing, persuading and reminding. Rizky and Yasin (2014, p.140) give more detailed information about those three purposes of promotion.

a. To inform

The promotion is carried out by the producer in the first stage in order to provide information about the product and service.

b. To persuade

This purpose of this promotion to establish or to create consumer's confidence in the goods or service offered so that consumers are interested in buying and using goods and service.

c. To remind

The purpose of this promotion is to keep consumers to keep use the goods or services offered by reminding consumers of the existence of goods or services.

2.2.3 Promotion Mix

Swastha (2009, p.238 cited in Irum 2016) claims that promotion mix is a combination of promotional activities such as advertising, personal selling, and other promotional tools to achieve sales goals. Futhermore, Adebisi (2006 cited in Familmaleki et al., 2015) argues that promotion mix is to inform prospective customers about the benefits of a product or service to encourage consumers to buy such products or services.

Based on the experts above the writer concluded that promotion mix is promotional activities such as advertising, personal sales and others with the aim to provide information to consumers, so they buy a product or service.

The main tools of promotion mix including: advertising, personal selling, sales promotion, publicity, and public relations (Nour et al., 2014). Here is a brief explanation of each:

a. Advertising

Advertising is communication that is intended for many people by using mass media such as television, newspapers, magazines, cinemas, radio and others with a certain cost to influence consumers.

b. Personal Selling

Personal selling is direct communication with customers, preparing products or services, answering questions and responding to customer's requests (McCarthy & Perreault, 2004 cited in Nour at el., 2014).

c. Sales Promotion

Sales promotion is marketing activities that are used at certain time to improve the customer's requests about products (obydat, 2004 cited in Nour at el., 2014).

d. Publicity

Publicity is a free broadcasting about positive or negative news of a company or product through mass media (Nour at el., 2014).

e. Public Relations

Public relations aim to build and maintain good relationships with customers and establish a positive image in society by participating in society, environment, health and public (Lovelock & Wirtz, 2004 cited in Nour at el., 2014).

2.3 Goody Bag

2.3.1 Definition of Goody bag

According to online Macmillan dictionary, 2017), a goody bag is a bag containing small presents given by a company to help advertise a product or service. In addition, according to online oxford dictionary, 2017), a goody bag is a bag containing a selection of desirable products, especially one given away as a promotional offer.

From explanation above, the writer concluded that a goody bag is a bag containing items that aim to advertise a product or service.

2.3.2 Types of Goody bags

According to Astuti (2016), there are five types of goody bag based on the function.

- a. Goody bag for promotion
This bag is used to support the promotion of a product or a business.
- b. Goody bag for event
The function of this bag as a souvenir at the time of events such as seminars, meetings, weddings and birthdays.
- c. Goody bag for campaign
This bag serves to give influence to others in order to remember the idea or slogan that is in the goody bag.
- d. Goody bag for custom
The function of this bag is flexible. It can be used to carry daily necessities.
- e. Goody bag for shopping
This bag is used to carry groceries that are usually bought from the store.

2.4 Description

2.4.1 Definition of Description

According to Utami (2014, p.30), description is writing about the feature of something. Moreover, McWhorter (2010, p.234) states that descriptions presents information attractively through the five senses of sight, sound, smell, taste, and touch which create an overall impression.

2.4.2 Characteristics of Good Description

According to McWhorter (2010, p.236), there are five characteristics of a good description: using sensory details, using active verbs and varied sentences, creating dominant impression, using connotative language effectively, using comparisons, and following a method of organization.

- a. Description Uses Sensory Details
There are five senses to attract sensory details such as sight, sound, smell, taste, and touch.
- b. Description Uses Active Verbs and Varied Sentences
To express sensory detail, you can use active, vivid verbs, and varied sentences. Moreover, the use of varied sentences also contributes to the

effective expression of sensory detail. Be sure to use a variety of sentence types and patterns and to vary in length.

c. Description Creates a Dominant Impression

Effective description makes the reader has a dominant impression - attitude, mood, or overall feeling about the subject. The impression can be admiration, inspiration, anger, or disgust.

d. Description Uses Connotative Language Effectively

When you, write be careful with the connotations of the words you choose. Choose the words that reinforce the dominant impression you create.

e. Description Uses Comparisons

When describing a person or an object, you can help your readers by comparing the person or object with something they know. The types of comparisons used in the description can be simile, metaphor, personification, and analogies.

f. Description Follows a Method of Organization

Effective description should follow clear organizational methods. The three general methods of organization used in descriptive writing are spatial order, chronological order, and least-to-least or least-to-most order.