

BAB II

LITERATUR REVIEW

These chapters provide definition of tourism, kind of tourism, definition of social media, definition of blog, kinds of blog, step of blog, the purpose of blog, and definition of promotion.

2.1 Tourism

2.1.1 Definition of Tourism

There are many definitions of tourism, according to Karyono (1997;15) tourism is a series of activities conducted by human either individually or in groups inside their own country or in other countries. Then Rahmawati (2014:2-4) cited in Spillane (1987;1), says that tourism is traveling from one place to another temporarily, performed an individual or group, as businesses to seek balance or harmony and happiness with the environment dimension in the social, cultural, nature and science.

By this, it can be concluded that tourism activity is a journey from one place to another with a variety of purpose such as purpose for fun, business, enjoyment, knowledge, culture and other.

2.1.2 Kinds of Tourism

Kinds of tourism can be divided into several aspects. According to Spillane (1987:29-31) cited in Mutaqqin (2013,p.1) there are six kinds of tourism based on the motive of travel destination. They are pleasure tourism, recreational tourism, cultural tourism, sports tourism, business tourism and convention tourism.

1. Pleasure tourism

Pleasure tourism is for people to holiday, get some fresh air, fulfill the curiosity, relax the muscles, look at something new, relax the muscles, look at something new, and get information about folk tale.

2. Recreation tourism

Recreation tourism is using for relating minds, recovering the physical and spiritual fitness, refreshing the fatigue and exhaustion. This type of tourism can be

done at the destination like the foreshore, mountain, health center or recreational offerings, in support of recreation activities government has taken an important role in a creation maintenance, and organization and whole industries have developed merchandise or service.

3. Cultural tourism

Cultural tourism is signed by a set of motivation, such as studying at research center, studying way of life of the society, visiting the historical monument, the artifacts of the past, watching culture and religion center music festival, theater, folk dance, etc.

4. Sport tourism

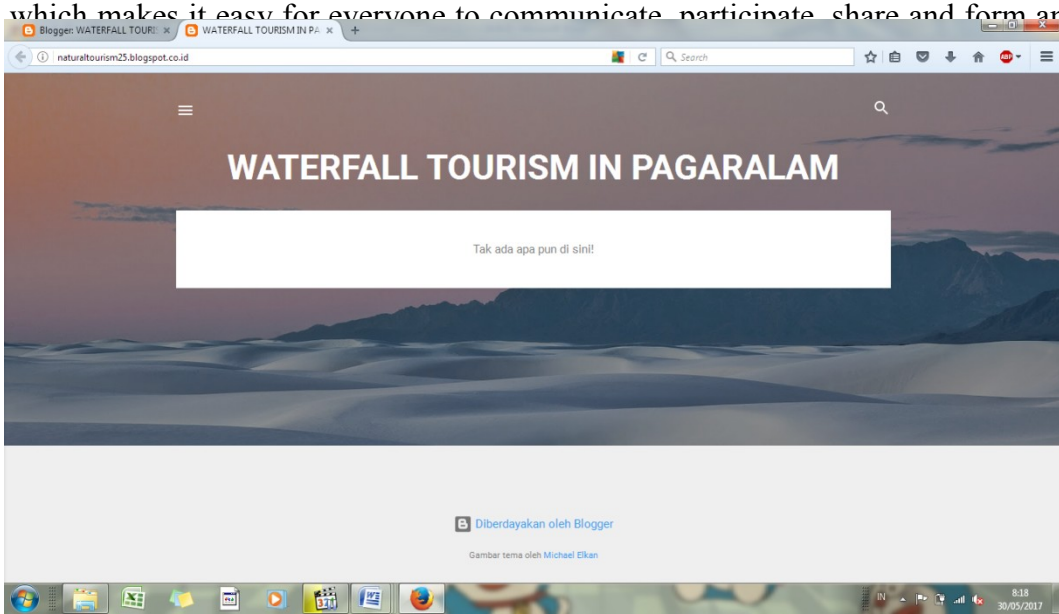
Sport tourism can be divided into two parts such as big sport event and sporting tourism of the practioners. Big sport event is the biggest sport events like Olympiad Games, Boxing Championship and other events to attract the visitors or fans. In additional, sporting tourism of the practitioners is sport tourism for people who want to learn and practice by themselves like climbing the mountain, riding the horses, hunting fishing, etc.

5. Business tourism

Business tourism is kinds of professional travel because it is related to the job or position pouf someone who cannot changed to choose the purpose or the time.

2.2 Definition of Social Media

In this time, internet or social network is the important tools that people used to help their activities. According to Zarella in Setyani (2010;6) social media is development of the modern day of new web technologies based on the internet, which makes it easy for everyone to communicate, participate, share and form an



unprecedented opportunities for interactive management and marketing to all service providers. The development of the internet introduced a whole range of new tools as well as benefits for organizations. It supported several business functions and organization were forced to transform their processes in order to take advantage of the new business realities.

By this, it can be concluded that social media is a place, tools, service that used an internet system that many people use to do a lot of activities, such as communication, searching for information, retrieve data, businesses and other.

2.2.1 Definition of Blog

Pinkman (2005, Vol. 1, No. 1, pp. 12-24) Blogs are easy-to-create and easy-to-maintain websites. Blogs have been around for over 10 years, but have become more popular since hosting websites such as *Blogger.com* introduced itself in 1999. Blogs function mostly as online journals and their content is traditionally personal. Blogs can be updated at any time using software that allows users with little or no technical background to create, design and maintain the blog.

Rebecca Blood cited in Makri, K., & Kynigos, C. (2007). defines web logs (abbreviation: blogs) as “personal or organizational web pages organized by dated entries, with newer items posted to the top of the site, usually consisting of links, media, commentaries, personal thoughts, essays, papers and ongoing discussions”.

Zhang, D(2009) A weblog (or blog) is a web-based space for writing where all the writing and editing of information is managed through a web browser and is immediately and publicly available on the Internet.

So, in my opinion blog is a web site that contains texts, article or information useful which is continually updated and can be accessed, either for public or private use.

2.2.2 Kinds of Blog

According to Juju (2008:3-5) state that blog is divided into three kinds:

1. General blog

General blog is common type of blog that covers everything, it means the blog already contains text, images, videos, songs, but the majority is text in it, such as Blogger.com, WordPress.com, Facebook.com, Type pad and many more.

2. Photo blog

Photo blog is service blog content dominated by the photos, of course you will see a lot more than the visual display of text. For some people, in a photo usually save the specific story or moment.

3. Video blog

Video blog is a blog service that contains video media. So, the idea of writing that you have represented in the form of video media. Video blogs in Indonesia and some developing countries are less popular because it requires a fast internet connection.

2.2.3 Steps of Creating Blog

In this section, the writer will explain the steps in creating a blog. According to Enterprise (2010:24-40) steps in creating a blog as follows:

1. Process of making the blog

- Open your web browser and enter the address `www.gmail.com` then 'enter'
- Then press 'sign up now'
- Enter your username and password in the text box available the registration form
- Then enter your email address in the box 'text email address' 'Do not forget to enable the check box 'I have read and agree to the fascinating terms of service' and be sure to enable the option 'game a blog', then press 'next'

2. Change the theme on the blog

- First log in to your blog account
- On the dashboard page, press the 'change theme'

- Choose a theme desired by clicking on a link to view the display theme Previews before applied to blog
- After the match, click Activate 'koi' (the name of the theme) is contained in the upper right corner. Instantly direct applied to the selected theme as the theme of the blog.

Then according to Enterprise (2007:25-39), he explains the other stages, such as:

1. How to write a blog

- After logging in, select 'new post'
- Then write the title of the blog that you created in the Title, while write a post on the blog you want then select one of these buttons:
 - Save and continue editing: If you want to keep the blog type and want to continue the process of writing a blog.
 - Save: If you want to save the your blog and do not want to type in continuing the process of writing a blog.
 - Publish: If you want to publish the blog that you type.
- By default, the date following the date of writing blogs that apply on the WordPress server, if you want to change Click the minus sign first section Post Timestamp to part that open.
- Then select a new date and a new blog will be published according to the date of the last selected.

2. See the first blog

- pressing the publish key, click the 'View Site' on the top and wait a few moments
- Look for photos on the internet that you will install in your blog
- Navigate your mouse cursor over the picture or that picture, then click the 'right'
- Choose 'Copy Link Location' (if you use Firefox)
- Then switch to your Blog
- Place the mouse cursor in the Image URL, and then press the right mouse button and select 'Paste'
- In the Image Description, type a description of the rate for this photo
- In the alignment, select the photo, which will be positioned, set the image size you want. Press the 'insert'

3. Take a photo or image from your own computer

- Press the 'Browse' button and then press the 'open'

- In the title, you can enter a title for the photo file and write a short description of the photo in the 'description'. So press the 'Upload'
- Then select the following options:
Thumbnail : the photo was just posted in a small size in the blog
Full view : photograph posted in actual size
Title : only the title picture that will be displayed in the blog.
- Press the 'send to editor' to install it into the photo editor of the blog, then type in the text you want
- Then press the 'publish' if it is.

4. Using paragraph alignment

- Type in your blog first; put the mouse cursor in the paragraph you are going to give alignment.
- Select the icon you want alignment.

5. Using the list

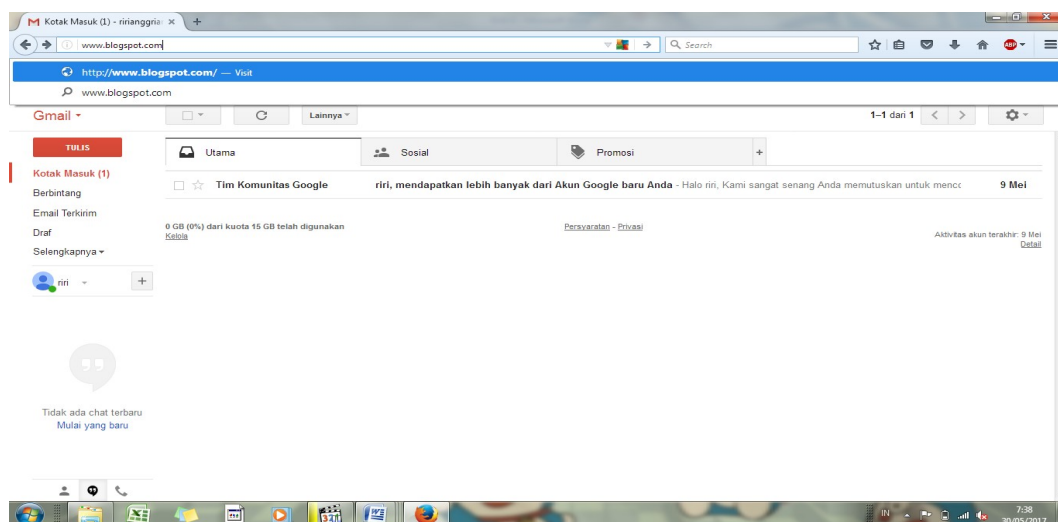
- Position the mouse cursor where you could write an ordered list and unordered list
- Click one of the following icons:
Ordered list : used to create a sequence using the numbers 1, 2, 3, and so on
Unordered list : used when you want to make the points is not sequential.
- Type the point or first order, press the 'enter'. If you want to finish it, click again one of the icons above.

In the other situation, there is the other step to make a blog became easily.

According to Mahendra (2001:5-8) say that there are steps to make a blog through blogspot :

1. Log In Google Mail

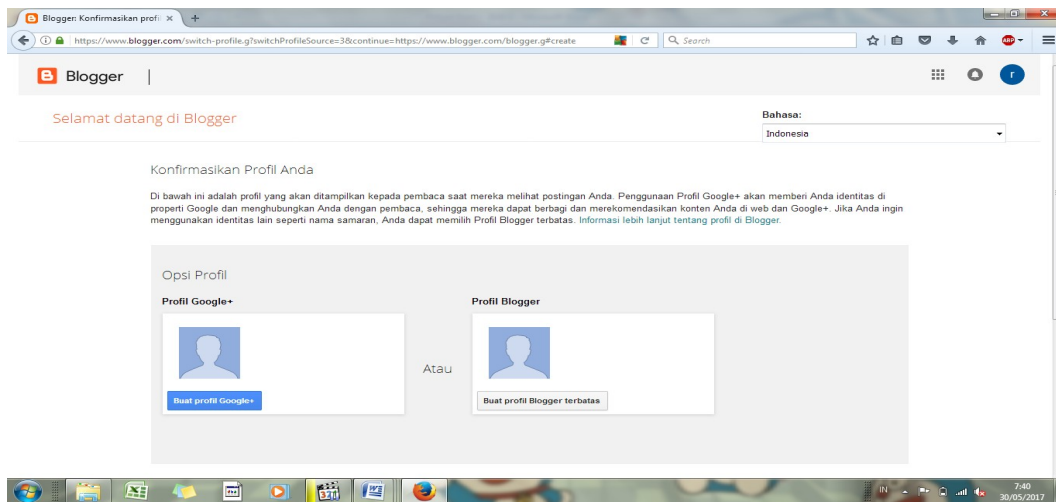
Log in to Google mail, type email address and your email password to log in.



Picture 1. The process of log in Google Mail

2. Link www.blogspot.com

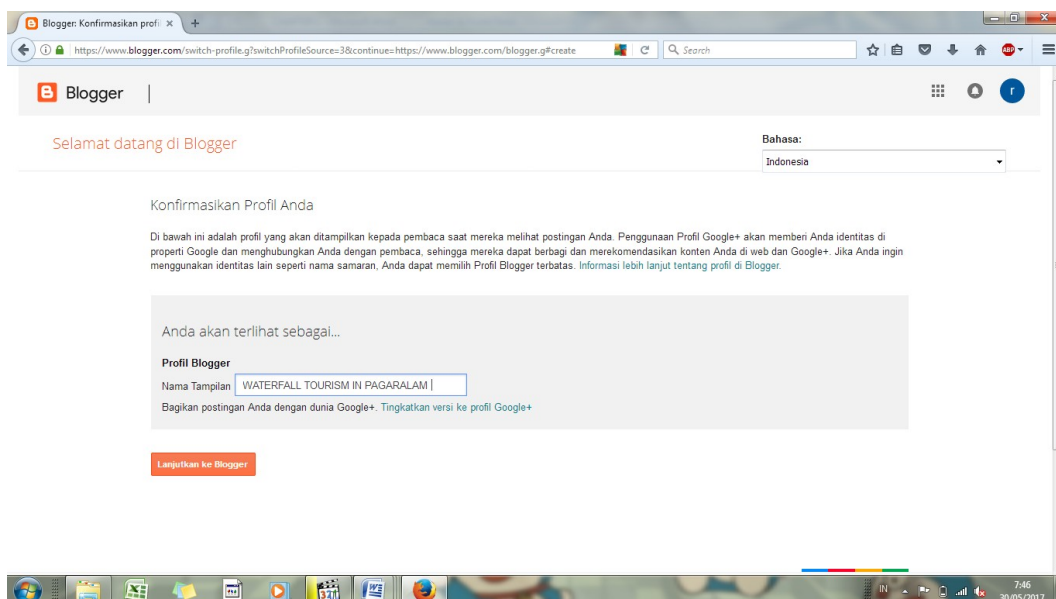
Confirm our Google mail profile to connect with blog and design the blog.



Picture 2. Link www.blogspot.com

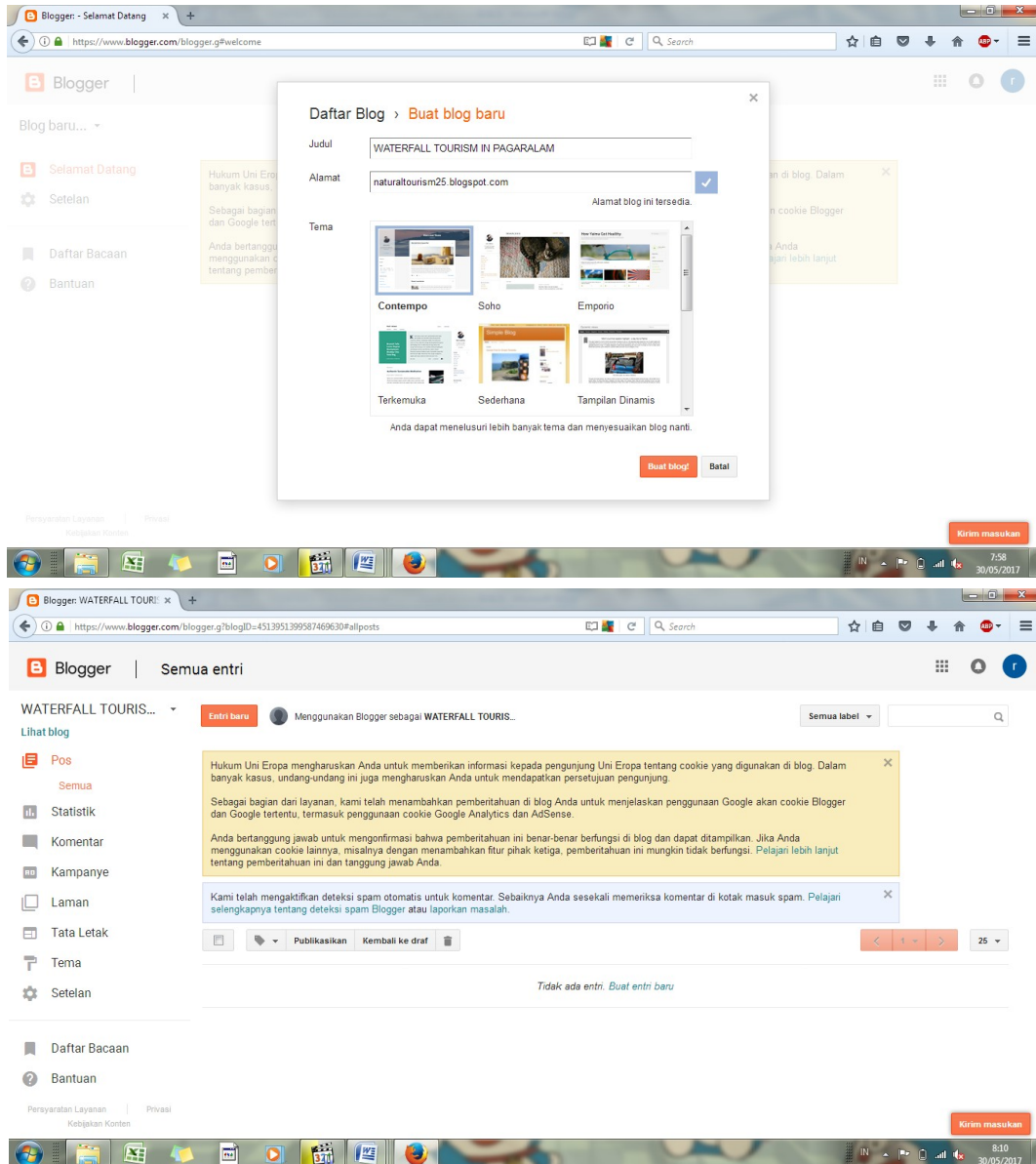
3. Fill the username of blog

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



4. Type the title of blog

Type the title of blog and the address that will be applied in blog. After that, choose our favorite template.



Picture 5. The Display Finally of Blog

2.2.3 The purpose of blog

According to Anwar (2010) the purposes of blog in general are as follow:

1. For the media advertise or introduce something.

Sometimes an entrepreneur, institutions, or organizations also make use of blogs to media advertising such as introducing products, makes her official site, etc. Remember there is also a free blog provider so it adds to the efficiency of your advertising costs.

2. for media looking for money

Another case with advertising making money in question is to sell something through your blog or follow a program like Google ad sense, etc.

3. To share knowledge

A blogger who also have other skills, such as computer or agriculture sometimes makes a blog to document their knowledge, or so that it can be learned by others.

4. As the diary entry (experience) or hobby

A blogger also often incorporate their personal experiences to be posted on the blog. The experience of being entered refers to different experiences and is pleasantly odd or extreme.

5. Provide a service or specific information

Here a blog designed to provide a service or specific information, for example, provide information about the world of computers, providing data on achievements that have ever earned Indonesia, free movie download services, etc.

2.3 Definition of Promotion

According to Kotler and Amstrong (2012:62), promotion is an element which is used to inform and persuade the markets about a new product or service on the company through advertising, personal selling, sales promotion, as well as publications. Promotion is one of the marketing mix variables used by enterprises to hold communication with its market. The promotion is also often described as the process continues as it can create the next series of activities of the company. Swastha and Sukotjo (2000:222).

Rahmawati (2014: V2) Promotion is an attempt from marketers in informing and influencing a person or other parties so that interested in doing deals or product exchange goods or markets services.

It can be concluded that promotion is a method to offer new product services which purpose to introduce through advertising, personal selling, sales promotion, as well as publications.

2.3.1 Kind of Promotion

There are many things that should be conducted to promote something. Those are including in kinds of promotion. According to Wahab (1998; 28) in sari (2009), promoting has some forms, namely:

1. Adverting

All forms of non-personal communication of ideas, goods or services financed by certain sponsors, advertising could be shape print ads, brochures, billboards or posters.

2. Public relation

Promoting activities addressed to the public for communicate a positive image of a product or company to promote good will. The form can be done with to sponsor the event or specific activities.

3. Sales promoting

Various short-term incentives to encourage the desire to try or buy a product or service. The shape is the cast, the distribution of voucher, and the distribution of product samples.

4. Personal selling

Face to face in direct communication between one or more prospective buyers where they provide immediate feedback to the source message in the form of presentation.

5. Direct marketing

The design of marketing that uses one or more media ads for obtaining a measured response form can be sending catalogs, telephone mail, and facsimile.

It is in line with (Tjiptono, 1997:222), form promotion is distinguished by particular tasks or called the promotion mix (Promotion mix, blend promotion, communication mix), namely: personal selling mass consisting of advertising and publicity, sales promotion, public relation and direct marketing (As cited Mayasari, 2014).

1. Direct promotion (consumer promotion), promotion directly undertaken by all agencies concerned with marketing.
2. Indirect promoting (promoting dealer), addressed to the suppliers of products for tourism, such as general travel agency and its branches, travel agencies, travel organization and so on.

In addition, there are also publication activities to be delivered to consumers through the mass media. There are three types of publications:

1. Publication directly, is delivering directly to the target, but depending on the destination and the budget, you have. Usually this kind of publicity in the form of leaflets, brochures, can also be exhibitions, weekend tourism, etc.
2. Publication through the mess media, this publication utilize the mess media to convey the message to the audience is also to potential consumers, in the publication through this medium is usually in the form of newspapers and magazines, posters, radio cinema and television.
3. Internal publication, in order to make promotion and publicity succeed, then the activities should also be based on the general policy regarding marketing, mature marketing strategy, choosing a suitable marketing tactics, and choose the appropriate means of communication (as cited Mayasari, 2014).

2.3.2 Promotion of Social Media

Siswanto (2013:3) describes social media as a medium of socialization and interaction, as well as attracting others to see and visit the link that contains information about the product and others. So natural that its existence be used as a

marketing media most easy and inexpensive. It is what ultimately attracts small and medium entrepreneurs to make social media as a promotional media mainstay. He added that as a networking site, social media has an important role in marketing. This is because social media can play the role of communication.

2.3.3 Promotion of Tourism

According to Novalina (2008:20) tourism promotion is a communications in tourism marketing. Tourism promotion plays an important role in controlling the marketing of tourism. As a city that is known for the tourist city, the promotion should go well and continuously. The success of the promotion will result in the attraction and motivation of tourists to visit and spend money in the tourist destination that they visit.

Burhalis (2003:90-91) states that in the pre-internet era, internet assist organizations in exchanging information, orders and invoices without human involvement. In tourism, for example, this can be used for travel agencies to transfer bookings to a tour operator's database and again for a tour operator to provide rooming lists for their hotel suppliers. In the 1990s, networking through the internet enabled inter-organizational networking on a global scale and empowered tourism firms and destinations to communicate directly with prospective travelers, demonstrating their products and services. Even the smallest organizations now have the opportunity to promote their offerings on the internet as well as communicate with partners around the world efficiently and effectively.