

CHAPTER II

LITERATURE REVIEW

2.1 Definition of Designing

Basically, the term of designing come from “design”. According to Jhonston in Kasprisin (2011, p.11), “design is a process of making something (physical in our case) 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.” So, design can be defined as a process of changing such kind of product to be more innovated.

In this case, design is in the scope of education. According to Hardt (2006, p.21), design in education should be focused of the development by attending to the results of the general discussion. In addition, Hardt in Broota (1989, p.3) stated “research design is the plan, structure, and strategy of investigation conceived so as to obtain answer to research question and to control variance.” It means that research design in education is not only planning but also thinking about the development of product or something and answer the question of the research.

2.2 Tourism Blog

Mathews (2011, p.4) stated that “the word blog is taken from the words web log, but is more than a simple diary hosted on the internet.” Then Mayfield (2008, p.6) argued that “perhaps the best known form of social media, blogs are online journals, with entries appearing with the most recent first.” Therefore, blog is a kind of social media formed of online journals and available on internet.

According to Australian Tourism Data Warehouse (ATDW) (2011, p.1), “a blog is a website designed in the format of an online journal. It features many posts or articles. Each article should be complemented by a title, graphics, photos, videos, and often followed by readers’ comments. Each blog article has its own web address (URL). Blogs can be maintained by individuals, groups and

businesses.” It is clear that blogs contain some articles combined by a kind of multimedia like photos, videos, audios, links and other.

The functions of blogs itself refer to the contents of articles. Some bloggers write the articles of their online diaries, some other use it as online advertising and also for education. There are also many kinds of blog contents. According to Ogunjobi (2009, p.31-32), it start from the type of content to the way of delivering the content itself. In conclusion, here are some types of blog contents:

a. Personal Blogs

The personal blog is an ongoing online diary or commentary written by an individual, rather than a corporation or organization.

b. Collaborative Blogs or Group Blogs

A type of weblog in which posts are written and published by more than one author. The majority of high-profile collaborative blogs are based around a single uniting theme, such as politics, technology or advocacy.

c. Microblogging

Microblogging is the practice of posting small pieces of digital content—which could be text, pictures, links, short videos, or other media—on the Internet. Microblogging offers a portable communication mode that feels organic and spontaneous to many users. Examples of these include Twitter, Facebook, Tumblr and, by far the largest, WeiBo.

d. Corporate and Organizational Blogs

A blog can be private, as in most cases, or it can be for business or not-for-profit organization or government purposes. Blogs used internally, and only available to employees via an Intranet are called corporate blogs.

e. Aggregated Blogs

Individuals or organization may aggregate selected feeds on specific topic, product or service and provide combined view for its readers. Many such aggregation called planets from name of Planet (software) that perform such aggregation, hosting sites usually have planet. subdomain in domain name like <http://planet.gnome.org/>.

f. Blogs by Genre

Some blogs focus on a particular subject, such as political blogs, journalism blogs, health blogs, travel blogs (also known as travelogs), gardening blogs, house blogs, book blogs, fashion blogs, beauty blogs, lifestyle blogs, party blogs, wedding blogs, photography blogs, project blogs, psychology blogs, sociology blogs, education blogs, niche blogs, classical music blogs, quizzing blogs, legal blogs (often referred to as a lawlogs), dreamlogs, how-to/tutorial blogs, art blogs and music blogs.

g. Blogs by Media Type

A blog comprising videos is called a vlog, one comprising links is called a linklog, a site containing a portfolio of sketches is called a sketchblog or one comprising photos is called a photoblog. Blogs with shorter posts and mixed media types are called tumblelogs. Blogs that are written on typewriters and then scanned are called typecast or typecast blogs. A rare type of blog hosted on the Gopher Protocol is known as a phlog.

h. Blogs by Device

A blog can also be defined by which type of device is used to compose it. For example a blog written by a mobile device like a mobile phone or PDA could be called a moblog.

i. Reverse blog

A reverse blog is composed by its users rather than a single blogger. This can be written by several contributing authors on a topic, or opened up for anyone to write. There is typically some limit to the number of entries to keep it from operating like a web forum.

Therefore tourism blog or travel blog is one type of blog by genre. According to Sharda and Ponnada (2007, p.2), "tourism blogs provide some information that is available on destination web sites as well, such as geographic information." In addition, Tudor (2013, p.32) stated that "travel blogs are communications tools with a double blade: on one hand they picture a sincere, unsolicited and uncensored expression of the image perceived by the traveler." It means that tourism blog is a weblog with the content of tourism include some

information about destinations and also become a communication tools among tourists. So, tourists can share their trip experiences and other can get the information before their trip.

2.3 Tourism Object

Tourism object and attraction is one main point in tourism. Tourists will attract to the interest destination and attraction. According to SK Menparpostel No. KM 98 PW. MPPT 102 -87, “tourism object is a place or state of nature that has a natural resource that is built and developed so as to have the appeal that are cultivated as a place visited by tourists.” It means that tourism object is a place which has some uniqueness and attractions as a tourism destination.

Based on UU RI No. 9 of 1990 about Tourism, the object and attractions are all things that were subjected to travel well, the construction of objects and tourist attraction, which is done in a way to promote, manage and create new objects as objects and power tourist attraction. In the above legislation, which includes objects and tourist attraction consists of:

1. Object and tourist attraction created by the Almighty God, the tangible nature and state of flora and fauna, such as: landscapes, beautiful panorama, jungle with tropical forest plants and rare animals.
2. Objects and attraction tangible human creation museum, ancient heritage, historical heritage, arts and culture, agriculture (agro tourism), water tourism (water), adventure tourism, recreational parks, and other entertainment venues.
3. Targets special interest tours, such as hunting, hiking, caves, industry and crafts, shopping, jetted rivers, places of worship, places of pilgrimage, and others.
4. Tourism is everything related to travel, including the exploitation of objects and attractions as well as related efforts in the field. Thus covering all tourism-related activities and travel.

In addition, based on PP No.50 of 2011 about RIPPARNAS 2010-2025, kinds of tourism objects include:

1. Natural tourism: Tourism object in the form of variety and uniqueness of the

natural environment.

2. Cultural tourism: Tourism object in the form of the results of creativity, taste and human initiative as a cultural creature.
3. Artificial tourism: Special tourism object that are artificially created and other human activities outside the realm of nature tourism and cultural tourism.

Then, the three kinds of tourism objects can be divided into some categories of tourism activities, they are:

- a. adventure tourism;
- b. marine tourism;
- c. farm tourism;
- d. creative tourism;
- e. cruise tourism;
- f. culinary tourism;
- g. cultural tourism;
- h. heritage tourism;
- i. dark tourism;
- j. ecotourism/ wild tourism;
- k. educational tourism;
- l. extreme tourism;
- m. mass tourism;
- n. meeting, incentive, convention, and exhibition (MICE) tourism;
- o. medical tourism/wellness tourism;
- p. nature-based tourism;
- q. religious tourism/ pilgrimage tourism;
- r. pop culture tourism;
- s. rural tourism;
- t. space tourism;
- u. sport tourism;
- v. urban tourism; and
- w. volunteer tourism.

2.4 Tourism Promotion Media

Promotion and marketing is important in developing a thing (in this case is tourism). The International Labour Office (2012, p.7) define “a tourism marketing plan represents a strategy and is a combination of techniques, tools and resources designed to achieve commercial and social objectives.” So in tourism promotion, there are some tools or media in realizing a tourism strategy.

As the conclusion of Frangialli in Godahewa (2011, p.1-2) that modern day tourism is highly dependent on media reporting. Because most of travel decisions are made by people who have never seen their intended destination first hand for themselves. Many people are making their travel decisions on their own with little or no help from tour planners. To make these decisions they use information from multiple sources of media which include tv, radio, newspapers, books, magazines, movies, and Internet.

There are many media which can promote tourism. According to Kumar (2014, p.189), different types of media are:

1. Media include communication channels through which news, entertainment, education, data or promotional messages are disseminated.
2. Media include every broadcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet.
3. The growing popularity of the internet and social sites such as Facebook and Twitter, social media is now an important channel that allows messages to be spread to the public.

2.5 Guiding Voices

Prakash and Chowdhary (2010, p.54) ascertain that “tour guiding and interpretation is a basic activity in tourism value chain”. Zhang and Chow (2004, p.85) point out that the success of the tourism industry most of the times relies on the performance of tour guides in various destinations because tour guides provide the required information to visitors. In conclusion, tour guiding is one activity in tourism which provide some information about a tourism destination. According to Preji (2014, p.32), good guiding technique is the source of competitive

advantage for being a tour guide. Ordinary information presented excellently creates a great experience for the visitor.

Brown, Serrell, and Wagar in Novey and Hall (2006, p.263) concluded that audio tours have a potentially important, though unproven, drawback for learning: they might discourage visitors from interacting with one another as people become involved in listening to the program or are confined by headphones. Then they also added that it also may be important to how some people learn and process information. Finally, the writer has a conclusion that guiding voice can be an alternative in giving informations about a destination. Because guiding voice can be accessed on different media especially social media on internet. It will help tourists from various regions to get some tourism informations before deciding destinations on their trips.