

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

2.1.1 Definition of Tourism

Goeldner and Ritchie (2006) state that tourism may be defined as the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitors. Mathieson et al. as cited in Zaei (2013) state that tourism is the temporary movement of people to destinations outside their normal place of work and residence, the activities undertaken during their stay in those destination, and the facilities created to cater to their needs.

According to Sihite in Marpaung and Bahar (2000, pp. 46-47), the definition of tourism is a journey that people do for a while, held from one place to another from its original place, with a plan and with the intention not to try or earn a living in the places visited, but solely for the enjoyment of sightseeing and recreational activities or to fulfill diverse desires. Moreover, World Tourism Organization (WTO) (2000) states that tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

In other words, tourism is an activity for people to visit another places outside their environment in order to get happiness, sightseeing, enjoyment, and not to earn money.

2.2 Village Tour

2.2.1 Definition of Village Tour

Village tour is one expression of human life that presents the tourist destination of the village. Nuryanti (2003) defines *"desa wisata adalah suatu bentuk integrasi antara atraksi, akomodasi dan fasilitas pendukung yang"*

disajikan dalam struktur kehidupan masyarakat dengan tata cara dan tradisi yang berlaku." It means a village tour as a form of integration between attractions, accommodation, and supporting facilities presented in a society life structure that blends with the prevailing rules and traditions. The development of village tour is based on the fulfillment of tourist satisfaction which is not only obtained from modern tourism facilities but also interaction with environment and local community which has its own characteristic.

According to Joshi (2012), "*Kampung wisata merupakan pariwisata yang terdiri dari pengalaman, atraksi alam, tradisi, unsur-unsur yang unik yang secara keseluruhan dapat menarik minat wisatawan.*" It means village tour is a tourism that consists of a whole village experience, natural attractions, traditions, unique elements that can attract tourists overall. Meanwhile, Nugroho (2011) defines

"Desa wisata merupakan pengembangan suatu wilayah dengan memanfaatkan unsur-unsur yang ada dalam masyarakat desa yang berfungsi sebagai atribut produk wisata, menjadi suatu rangkaian aktivitas pariwisata yang terpadu dan memiliki tema, mampu menyediakan dan memenuhi serangkaian kebutuhan suatu perjalanan wisata, baik dari aspek daya tarik maupun berbagai fasilitas pendukungnya."

The management of a locally based village tour requires care and participation of the society itself to constantly innovate and creatively in developing the village area that is used as a village tour. The existence of tourism village in the course of tourism development in the country has been so important. village tour has been able to color the variation of a more dynamic destinations in tourism industry. Through village tour, tourism as a rural labor absorber, as a driver of regional economic growth, and as a tool of poverty alleviation. (pro job, pro growth, pro poor).

Based on the definition above, the writer can conclude that village tour is a form a whole rural experience presented in a society life structure that blends with the prevailing rules and traditions that can attract tourists to come.

2.2.2 The Requirements to Become Village Tour

Village is a potential tourism that can support the economy of a particular region. Village tour can be told as a potentially tourism area if it has a uniqueness in the area in the form of daily life of local people, customs, local culture that become tourist attraction. According to Syamsu in Prakoso (2008), an area that is called to be a village tour should pay attention to the following factors:

1. The scarcity factor is the nature of tourist attractions that are not commonly encountered or rare elsewhere.
2. Nature factor is the nature of tourist attractions that have never experienced a change due to human intervention.
3. Uniqueness, namely the nature of tourist attractions that have a comparative advantage compared to other tourist attractions.
4. A community empowerment factor that is able to urge the public to participate and be empowered in the management of tourist objects in the region.

2.3 Promotion Media

2.3.1 Definition of Promotion and Media

Zimmerer as cited in Rangkuti (2009) defines promotion as all forms of persuasion communication designed to inform customers about the products or services and to induce them to purchase goods or services that includes publicity, individual sales and advertising. In addition, Swasta et al (1997) say "*Promosi adalah arus informasi atau persuasi satu arah untuk mengarahkan orang terhadap tindakan pertukaran pemasaran.*" It means promotion is the flow of information or one-way persuasion to direct a person or organization to an action that creates a marketing exchange. While Hamidjoyo in Achsin (1980) defines "*Media adalah semua bentuk perantara yang dipakai orang untuk menyebarkan ide atau gagasan sehingga sampai pada penerima.*" It means the media are all the forms of intermediaries that people use to spread ideas, so that ideas can be accepted by the recipients.

Based on the definition above, writer conclude that promotion media is communication that done by one person to another person in order to influence them and to give an information or ideas so they are attracted with the offer that provided.

2.3.2 Impact of Media in Promoting Tourism Industry

According to Kumar (2014), over the years media have contributed towards shaping tourism into a responsible industry by promoting the following good practices;

1. It protects the environment and minimizes the negative social impact of tourism.
2. It generates greater economic benefits for local people and enhances the well being of host communities.
3. It makes positive contributions to the conservation of natural and cultural heritage and promotes the world's diversity.
4. It provides more enjoyable experience for tourists through more meaningful connections with local people.
5. It helps to understand the local cultural, social and environment issues.

2.4 Video

2.4.1 Definition of Video

Video is an electronic medium that is able to combine audio and visual technology together to produce a dynamic and interesting impression. Wahana (2007) says

"Seperti film, video adalah bagian dari gambar-gambar individual, yang disebut frames, proyeksinya di atas layar. Proyeksi beberapa gambar per detik tersebut membuat ilusi gambar yang bergerak karena otak tidak dapat menangkap gambar secara individual. Dengan ukuran 24 frame per detik (fps: frame per second), video akan memproyeksikan gerakan yang terlihat halus dan berkelanjutan. Secara normal, salah satu atau lebih track audio akan mensinkronkan frame dengan fram suara sehingga menghasilkan gambar yang mempunyai suara."

It means such as film, video is a part of individual pictures that are called frames, its projection on the screen. The projection of several images per second makes the illusion of moving images because the brain can not capture images individually. With 24 frames per second (fps: frames per second), the video will project a movement that looks smooth and sustainable. Normally, one or more audio tracks will synchronize the frame with the sound frame thus to produce an image that has sound.

Sholechan (2012) states that 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.

Video is a powerful tool for promotion. McFarland (2014) mentions several advantages of video. They are:

1. Video has become so easy to use that a person can simply use a smartphone, tablet or computer to record a video.
2. Video is an impeccable storytelling medium that allows the viewer to look and listen to the content, using multiple senses that have the ability to transport your mind from the environment you are in and place you inside the environment of the video.
3. Video is being watched online more and more every year including an 800% increase in online video consumption over the past six years, a 55% majority of video news viewers among Internet users and 2 billion video views per week are monetized on Youtube.

2.4.2 Definition of Promotion Video

According to Sidik (2012), "*Video promosi adalah video yang digunakan untuk mempromosikan sesuatu.*" It means promotional video is a video used to promote something. The characteristics of a promotional video is it promotes something in more detail with longer duration than ads video because the process of shooting for a promotional video should be done periodically from the object to

be promoted in order for the results of the promotional video is more detailed and includes all things related to the object.

So, video is a good medium to promote a tourism destination. It is an audio-visual medium that the contents are about the destination include tourism aspect such as attraction, facilities, infrastructure, transportation, culinary, culture and hand-gift.

2.4.3 The Benefit of Video as Promotion Media in Tourism

Nowadays, digital video and social networking have value and potential function in giving innovation promotion for Indonesian tourism. any video creations uploaded to popular social networks like YouTube will automatically "sell" the appeal of the environment, nature, and what's in the area where the video was taken.

Bening as cited in Samantha (2012) says

"Sudah banyak daerah yang memanfaatkan media video untuk memperkenalkan potensi wilayahnya, baik dalam keindahan alam, budaya dan apa saja yang ada disana, hingga menarik kunjungan wisatawan berkunjung."

It means many areas that utilize digital video to promote the potency of an area, such as in the beauty of nature, culture, and anything, so it can attract the tourists to come. While According to Adishwara as cited in Samantha (2012)

"Video digital memang dapat memberi manfaat yang cukup besar dalam peningkatan ekonomi Indonesia. Sejauh ini, merupakan medium baru, di tahap awal sosialisasi. Masih butuh bantuan pemerintah yang mana bersinggungan dengan ekonomi kelas menengah, sehingga lebih bermanfaat untuk usaha-usaha yang sedang berkembang."

It means digital video can provide considerable benefits in improving Indonesia's economy. So far, it is a new medium, in the early stages of socialization. It still needs government's help which is tangent to middle-class economy, making it more useful for developing businesses.

The need for an active role of government, especially for the Ministry of Tourism and the Creative Economy in supporting the development of the creative

economy of digital video. The development of digital video in Indonesia is still in its early stages.

According to Pribadi as cited in Nurfathiyah (2015), video has advantages as a promotion medium. It happens because video :

- 1) shows the motion, it means the video can attract the attention and direct the audience's concentration on the video material.
- 2) shows a phenomenon not directly visible to the eye; providing context to a weakly functioning audience in organizing and recalling the information it has acquired.
- 3) can be used repeatedly.
- 4) can provoke emotion, the video is able to arouse emotions and attitudes of the audience.
- 5) contains visualization and sound, that is accelerating the achievement of learning objectives to understand and remember messages or information contained in images or symbols.

Therefore, the video can help the audience to become easier in receiving and understanding the information or message delivered, this is because the video is able to combine the visual (picture) with audio (sound).

2.5 The Role of Social Media in Promoting Tourism

Social media is a development in the dissemination of information. Social media is an effective business promotion tool because it can be accessed by anyone, so the promotion network can be more extensive. Social media becomes an indispensable part of marketing for many companies and is one of the best ways to reach customers and clients. According to Pangestu as cited in Dina (2014),

"Survei membuktikan bahwa referensi yang banyak digunakan orang dalam memilih tempat wisata adalah referensi yang didapat dari kerabat atau orang yang dikenal, dalam perkembangannya referensi mengenai tempat wisata juga dapat diperoleh dari sosial media."

It means survey proves that references that are widely used by people in choosing tourist attractions are the references obtained from relatives or people

who are known, in the development of reference about tourist attractions can also be obtained from social media.

Dina (2014) says that the presence of social media as a reference tourist destination is a common thing needed in this modern era. In addition, its nature that can be easily reached anywhere by using internet access is also a very helpful thing for the traveler, especially the backpackers where they usually have the need to press the travel budget.

Therefore, the existence of social media makes the promotion of tourism becomes so easy for people. It can help tourists to know about the tourism destinations they want to visit because it provides the information in detail.

2.6 Kampung Baba Ong Boentjit

Generasi Pesona Indonesia (GenPI) of South Sumatra under the auspices of the Ministry of Tourism (Kemenpar) began to introduce new tourist destination in Palembang. It is Pasar Baba Boentjit. This place was first launched on 26 November 2017. It combines cultural attractions and tourism attractions typical Palembang. Mrs. Ani (2018) says the sixth generations who live in this house now. Mrs. Ani and her husband are moslem but her mother in law is still buddhist. That is way there is an altar for buddhist to pray in the living room. She also stated that the government does not really pay attention to Kampung Baba Boentjit. It needs support and accomodation in order to make this area develop and become interesting tourism object which worth visited by tourists.

The location of this village is on Jl. Saudagar Yucing Lorong no. 55 RT. 050 RW. 002, district of Sebrang Ulu I, Palembang. The access to this location can be reached through the river by using a small boat or called Getek and land route by using motor vehicles because the road is quite narrow and winding and the lack of parking space for car. The starting point to the location of this tourism destination if we want to get there by using Getek is at the dock of Benteng Kuto Besak (BKB). The distance taken to the location through the river approximately 100 meters and time taken about 10-15 minutes. While the distance taken through the land route approximately 7,7 km with an estimated time of 20-30 minutes.

Many interesting things that can be found in this place. One of them is a historic old house owned by a wealthy Chinese merchant named Ong Ing Kwan. Long time ago, Ong Ing Kwan has five children and one of them is Ong Boentjit. Ong Boentjit as the successor of his father's business to trade. Therefore the house was made to be able to settle. The house is estimated to be 300 years old and has never been renovated before. The shape of this building is a house of Limas, a traditional house of Palembang. The interior design of the house is very artistic which filled with ornaments and Chinese patterns of red and black and typical carvings of Palembang City with its own historical value.

Every week, many performances from various communities in Palembang perform in this place, such as music performance, sharing class with different themes like potrait drawing, video creator, beauty class, graphic design and hand lettering and so on. Of course this can add to the tourist attraction and attract tourists to visit this place because of many uniqueness and interesting things that can be found and enjoyed by everyone from many circles.