

## **CHAPTER II**

### **LITERATURE REVIEW**

In this chapter the writers discuss about design, tourism, kinds of tourism, promotion, kinds of promotion, purposes of promotion, video and vlog.

#### **2.1 Design**

According to Stone and Wahlin (2018) there are three steps in making a video. They are pre-production, production, and post-production. Pre-production is the part of the process during which all of the decisions necessary to start shooting are made: writing, technology basics, planning, scheduling, storyboarding, set design, and tools to use. Production, stage everything planned in pre-production takes place. And in post-production stage final steps to finalize the project take place: color corrections, editing, sound design, special effects, among others.

From the theory above, the writer can conclude that there are three steps in designing a video. They are pre-production, production, and post-production.

#### **2.2 Tourism**

Richardson and Martin (2004, p.49) stated that tourism is 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. Besides, Mathieson and Wall as cited in Zaei (2013, p.5), tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destination, and the facilities created to cater to their needs.

According to McIntosh (1995, p.10), tourism is a composite of activities, services and industries that deliver a travel experience: transportation, accommodation, eating and drinking establishment, shops, entertainment, activity, and other hospitality service available for individuals or group that are away from home. Meanwhile, Goeldner and Ritchie (2006, p.17) stated that tourism may be defined as the processes, activities, and outcomes arising from the relationships

and the interactions among tourists, tourism suppliers, host government, host communities, and surrounding environments that are involved in the attracting and hosting of visitors.

Based on four definitions above, the writers can conclude that tourism is a temporary journey from their own places to another places for some purposes.

## **2.3 Promotion**

According to Kotler and Amstrong (2004, p.74) stated promotion is a creativity to communicate product excellence as well as persuade customers target to buy. Suryana (2001, p.219), "*promosi adalah cara mengkomunikasikan barang dan jasa yang di tawarkan supaya konsumen mengenal dan membeli*".

Based on two definitions above, the writers can conclude that promotion is a way to communicate product excellence as well as persuade customers to buy and to make the product become more interest.

### **2.3.1 Kinds of Promotion**

According to Wahab (1998, p.28) promoting have some forms, namely:

#### **1. Adverting**

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

#### **2. Public relation**

Promoting activities addressed to the public 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 case, the distribution of voycher, and the distribution of product samples.

#### 4. Personal selling

Face to face indirect 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 means that, there are some forms of promotion such as advertising is communication of ideas, goods or services financed by certain sponsors, advertising could be print ads, billboards or posters, personal selling is face to face indirect communication between one or more prospective buyers where they provide immediate feedback to the source message in the form of presentation, public relation is promoting activities addressed to the public communicate a positive image of a product or company to promote good will, sales promoting is various short-term incentives to encourage the desire to try or buy a product or service, and direct marketing is marketing that uses one or more media ads for obtaining a measured response form can be sending catalogs, telephone mail, and facsimile.

### **2.3.2 Purposes of Promotion**

Rossiter and Perey in Tjiptono (2002, p.222) classify promotional purposes as the effects of communication as follows:

1. Growing tourist perception of a need.
2. Introducing and providing an understanding of a product to the consumer.
3. Encouraging the selection of a product
4. Persuading customers to buy a product
5. Compensating for the weaknesses of the other marketing mix elements
6. Embedding the image of the product and the company

From the theory above, the writer thinks that it is important to do promotion because it can persuade customers to buy a product and can increase the number

of tourist to come to that destination and with that promotion we can introduce the destination and persuade them to come to Palembang.

## **2.4 Video**

Haskin (2013, p.3), video is something that is watched (sometimes more and more interactively) that has a beginning, an end, and tells a story. Shi and Sun (1999, p.205) claims that video is referred to a visual information, which includes both a single frame and frame sequences, in practice it is often use to mean sequences exclusively. According to McFarland (2014, p.30) video is a powerful tool for promotion, he 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 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

From three theories about video the writer thinks that video is a good way to promote tourism objects in Palembang because promotions by using videos is more interesting and eye-catching than photograph or text because it combines images, sounds and also effects. In addition to more attractive, using the video as promotion media is very flexible.

## **2.5 Video Blogs**

Gibbon and Liu (2008, p.10) video Blogs or vlogs are typically amateur-produced content on a recurring basis and published to the web, often with text commentary and these also fall into this category. According to Clarkson (2016,p.9) the word “Vlog” is combination the words “video” and “blog”. It is

short clip containing the thoughts and opinions of the creator or vlogger filmed by themselves and posted online. Bender and Waller (2012, p.183) claims that a vlog is a video blog where each entry is posted as a video instead of text. Vlog are more extensive than individual instructional videos of the type that might be posted on YouTube or TeacherTube.

According to Ciampa et al (2016) there are four components that make a good video blog, they are :

1. Good lighting

Good lighting (as opposed to merely adequate lighting) needs to bathe the subject in a flattering way, as shown. It doesn't matter if using a sophisticated light kit or depending on the sun, as long as the final product looks good.

2. Top quality audio

The better a video sounds, the better it looks. visual elements can easily be accepted when the sound is clear.

3. Steady camera

Steady camera will produce a steady shots as well. Steady shots will ease the editor when selecting the best shots. The result of video will look professional if the display do not shake or move too much. Therefore, using of a tripod is highly recommended.

4. Shot Structure

A good video display the object in different shot types and angles. The editor should strive for a nice selection of shot types and angles in order to keep the viewers engaged.

According to Matthias on Vlognation (2017) the few vlogging tips to start vlogging on YouTube that every vlogger should follow.

- a. Look into the Lens When Speaking

When you film yourself, pretend that you're talking to an old friend. Look at the camera lens as if you're looking into your friend's eyes. This will increase your engagement with your viewers in each video, and it avoids a lot of awkward shots and filming errors.

#### b. Film Extra Vlog Footage

When in doubt, vlog it. For example, you may not show yourself curling every lock of your hair in a beauty vlog, but if you don't film it, you won't be able to edit and show time-lapse footage of the process.

If you're uncertain of one angle, do another take from a different angle and see which one you like better or if you want to go back and forth between them for the final product.

Also, it's good to have more than less. You won't know how good the footage will be until you start editing. By having extra vlog footage, you'll be prepared for any edits or unexpected turnouts.

#### c. It's Okay if You Mess Up

On that note, don't be afraid to mess up. Just take a breath and start over or pick up from where you were before you missed a line or made a mistake.

That's what editing is for!

#### d. Find Your "Vlog Speaking" Voice

Practice speaking clearly and slowly with your vlogging camera. You'll notice that it's much different trying to speak while engaging with a camera lens when you first start vlogging. Don't worry, practice makes perfect! Record yourself speaking at your normal rate and then record yourself speaking at a slightly slower rate and with more emphasis. Listen to the difference and practice using your best speaking voice on camera.

#### e. Have Fun and Let Your Personality Shine

Remember, your viewers have thousands (and sometimes millions) of choices for videos on fitness advice, cooking tips, styling their hair, or movie reviews. Your personality will set you apart and make your vlogs stand out.

#### f. Create a Vlogging Schedule and Make it Known

And, last but certainly not least, consistency is key in the world of vlogging. Set up a schedule for your vlogs and make sure that your audience knows it. Post it in your YouTube profile and in all of your profiles on social media. Include it in your outro. Just saying, "Look for a new video every Wednesday

morning!” will get this schedule in your viewers’ thoughts and increase your return viewership.

It can be concluded that the vlog is usually systematic; it consists of name and address, brief history, the service, the product details, and show the details. Vlog also can be like story telling or experience sharing by visual. Vlog viewers can know the trends of the present, vlog can know the hangout places which are good to hang out, vlog viewers can gain new inspirations and also gain the interest to do the activity. People should create vlogs because they like to do so. Not because they desire to become famous or rich. At the end, writer concluded that promotion media has a very important role in making the potential tourist decides to go to tourism object. By watching a vlog as one of a kind video on Youtube, tourist can know and get information easily.

### **2.5.1 The Role of Video Blog in Tourism**

According to Reino and Hay (2011, p.2) vlog give users a forum to share and rate their experiences, and so anyone who watch and comments about a destination more interested to come. And also, through vlog tourists can now get an immediate and a very real sense of where they want to go by viewing videos that other tourists have uploaded. Vlog offers them the opportunity to search for very specific activities, watch reviews, and to seek help and advice about their destination.

Besides, Hamzah (2013, p.2) *vlog adalah bagian dari kekuatan teknologi yang dapat memberikan stimulus bagi para konsumen dengan menjadi faktor pendorong bagi mereka untuk melakukan perjalanan wisata. Stimulus yang diberikan adalah dalam bentuk media penyampaian informasi mengenai pariwisata.*

Lee, Pan & Tsai (2011, p.596) says that, video blogs are good ways of promoting holiday destinations to tourists, which present the views for the audience to visualize, to fantasize, and to dream about a holiday destination in a short video. It has been found that a scene of a place viewed in a video, usually inspires a viewer’s willingness to travel to that particular destination.

Based on three definitions above, the writer can conclude that vlog plays an important role to promote tourism in a place because people can get a very real sense of where they want to go by viewing videos that other people have uploaded and inspires a viewer's willingness to travel to that particular destination.

### **2.5.2 The Fact of Video Blog to Introduce Tourism**

Chen et al (2009, p.116) claims that the effects of the promotional video (vlog) had positive impacts on China's image as a travel destination towards the young tourists and accepted by them as an beautiful and eye catching tourist destination with cultural and ecotourism qualities. it can be seen that tourism through vlog help to promote places and tourism development by inspiring people to visit there.

According to Fong et al. (2017, p.6) from some interviewees, everyone use online media for holiday destination selection. Nine out of ten interviewees choose Vlogs for gathering information regarding a place viewed, like environment, price, accommodation, safety, people, etc.