

CHAPTER II

LITERATURE REVIEW

This chapter presents literature review of tourism, promotion, media, promotion media, and video.

2.1 Tourism

According to Koen Meyers (2009), “Tourism is a temporary travel activity from the original residence to the destination by reason of not to settle or earn a living but only to satisfy curiosity, to spend leisure or holiday and other purposes”. It is line with Suwantoro (2004), “Tourism is a temporary departure process of a person to other places outside his residence. The impulse to go is due to various interests, whether due to economic, social, culture, politics, religion, health and other interests as such just want to know, add experience or learn. Meanwhile, Goeldner and Ritchie (2008) stated that tourism may be defined as the processes, activities and outcome arising from the relationships and the interactions among tourism supplier, host governments, host communities and surrounding environments that are involved in the attracting and hosting of visitors. Furthermore, Henniker and Kraft as cited in Ariyasa (2012) defines tourism as the sum of phenomena and relationship arising from the travel and stay of none resident. So far, they do not lead the permanent residence and are not connected with earning activity.

In the other words, tourism is an activity of people visiting places other than the place they reside in order to get happiness, to have fun and not to earn money.

According to Pendit (1994:41), there are seven kinds of tourism based on based on the type of tourism that is often known by society. They are cultural tourism, health tourism, sports tourism, religious tourism, commercial tourism, nature tourism and honeymoon tourism.

The explanations of those kinds are:

1. Cultural Tourism

Cultural Tourism is a journey undertaken on the basis of a desire to broaden one's view of life by making visits to other places or abroad, studying the state of the people, their customs and customs, their way of life, their culture and art.

2. Health Tourism

Health tourism is a traveler's journey with the aim of exchanging circumstances and the daily environment in which he lives for the sake of resting for him in a physical and spiritual sense.

3. Sports Tourism

Sports tourism is a tourist activity that is done by doing sports activities are fun, generally done in the area attractions. Sports tourism is one type of tourism activities that the development is quite rapid in our country.

4. Religious Tourism

Religious tourism is one of the phenomena that is currently starting to popularize it, it proved many activities or activities associated with religious tourism is no exception to the activities of da'wah. In a few community groups, religious tourism is often used as an activity good monthly, annual and so on. It was done as filling the agenda of the activity or recitation routine that they follow

5. Commercial Tour

Commercial tourism is travel tours to visit exhibitions and commercial fairs such as travel to trade shows and industries. Many argue that the tour is not included in the type of tourism because it is commercial, only done by certain people who have a special purpose, especially for business. But

nowadays exhibitions and fairs there are so many people who visit and there is also just to see it. So at this time a lot of exhibitions and fairs enlivened by a variety of art show attractions, so the exhibition and the fair into the type of tour.

6. Nature Tourism

Nature tourism is usually a lot of tours organized by agents or travel agencies specializing businesses by way of arranging tours to places or areas of nature reserves, protected parks, mountain forests and so on whose sustainability is protected by law.

7. Honeymoon Tourism

Honeymoon tourism is a travel arrangement for pigeons, newlyweds, honeymooners with special facilities and for the sake of travel pleasure.

Based on all the above definition can be concluded that tourism is the activity carried out by leaving his residence to tourist destination for a while and not for settling. Activities journey aims to enjoy the services and facilities needed during his stay outside.

In the other point of view, Suwanto (2004) is concluded that there are some kinds of tourism from several aspects. They are:

1. The first aspect is based on 2 amount of visitors
 - a. Individual tour is a tour which conducted by an individual or a spouse. Many of people who choose this tour to explore the new experience of themselves.
 - b. Family group tour is a tour which conducted by a group of family, friends or siblings. Generally, family tour is chosen by the people to spent their time usually on the weekend or a celebration.
 - c. Group tour is a tour of a group and led by one tour leader. The participants who join this tour, they cannot out of plan because they are tied up of the itinerary.

2. The second aspect is based on the regulatory aspect:
 - a. Pre-arranged tour is a tour which have been arranged before the day.
 - b. Package tour is a tourism product which sells by the travel agent or by tour guide. This package tour also called readymade package tour.
 - c. Special arranged tour is a tour with special arrangement to fulfill the tourist demand. The travel agent usually called it tailor made package tour.
 - d. Optional tour is an additional tour based on the tourist demand.

3. The third aspect is based on purpose of tourism:
 - a. Holiday tour is a tour which held and followed by the members to holiday, pleasure and entertains.
 - b. Familiarization tour is a tour to more know about the area of job relation.
 - c. Educational tour is a tour to make a figure, comparison study, or knowledge about the job area which have been visited.
 - d. Scientific tour is a tour to get the knowledge or investigating a science.
 - e. Pilgrimage tour is a tour to fulfill the religious worship.
 - f. Special mission tour is tour to fill the particular vacant.
 - g. Hunting tour is a tour to organize the animals hunt allowed.

4. The forth aspect is based on tourism implementation:
 - a. Excursion is a short tour with less than 24 hours distance to visit one or more tourism destination.
 - b. Safari tour is a special tour with special equipments to visit the planned destination or out of the plan.
 - c. Cruise tour is a tour by using a cruise line to visit the marine tourism objects and land tourism object.
 - d. Youth tour is a special tour for teenagers based on their ages.

- e. Marine tour is visiting a tourism object especially to watch the beautiful ocean, wreck diving with the complete equipments.

2.2 Promotion

Tjiptono (2013: 219) defines promotion as a form of marketing communication means marketing activities that seek to disseminate information, influence / persuade and or remind target markets of the company and its products to be willing to accept, buy and loyal to the products offered by the company concerned. It is line with Gitosudarmo (2000: 237), "Promotion is an activity aimed at influencing consumers so that they can become familiar with the products offered by the company to them and then they become happy and then buy the product." Furthermore, Zimmer as cited in Rangkuti (2009) stated that promotion is all forms of persuasion communication design to inform customers about the products or services and to induce them to purchase goods or services that includes publicity, individual sales and advertising. Meanwhile, Alma (2016) said that promotion as a kind of communication that give explanations and convince potential consumers about the goods and services in order to gain attention, educate, remind and convince potential customers.

Based on the definitions above, the writer can conclude that promotion is any kinds of communication that persuade the potential customers to use a service or buy goods.

2.3 Media

AECT (Association of Education and Communication Technology) as cited in Soyfriend (2015) impose limits on media as all forms and channels used to convey a message or information. NEA (National Education Association) as cited in Afrizal (2012) stated that media are means of communication in the form of printed and audio-visual equipment, including hardware technology. Meanwhile, Purnawati and Eldarni as cited in Wibawa (2013) defines media as anything that can be used to deliver a message from the sender to the receiver so that it can stimulate thoughts, feelings and concerns.

Based on the definitions above, the writes conclude that media is any communication though printed or electronic equipment in order to deliver messages to the listener or reader.

2.4 Promotion Media

Andi (2004) defines promotion media as a tool to communicate a product, service, image, company or the other to be better known the wider community. Media promotion of the oldest is the media of mouth. This media is very effective, but less efficient because the delivery speed is less measurable and predicted.

Kinds of promotion can be classified into two categories, namely:

1. Printed Media

The print media is static and prioritizes the impressions generated by visual message of the printing process: essentially using the raw material of paper. It can be shaped as documents on all matters concerning the recording of events that have been altered in words, images and photographs are arranged such that it can attract the attention of the public. Some forms of advertising media that are included in the print media ads are brochures, flyer, magazine and others.

2. Electronic Media

Electronic media advertising is an advertising medium that process works based on the principle of electronic and electromagnetism able to reach a wider audience, but unfortunately the price of advertising can also be more expensive than the print media. Some examples of electronic media are picture, television advertising, radio advertising, online advertising, video and so on.

2.5 Video

According to Wikipedia (2015) “Video is an electronic signaling technology of a moving image. A common application of video signals is television, but it can also be used in other applications in engineering, scientific, production and security”. Then, Dwyer (2007) states that video is capable of capturing 94% of the message's incoming channels or information into the human soul through the eyes and ears and capable to make people generally remember 50% of what they see and hear from program impressions. Messages delivered via video media can affect strong emotions and can also achieve quick results not shared by other media. It is line with Business Dictionary; video is visual multimedia source that combines a sequence of images to form a moving picture. The video transmits a signal to a screen and processes the order in which the screen captures should be shown. Videos usually have audio components that correspond with the pictures being shown on the screen. According to McFarland (2014) 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 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.

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