

CHAPTER II

LITELATURE REVIEW

2.1 Tourism

According to Pendit (1999:p.35) Tourism is one kind of new industries that can grown economic very fast in providing employment, increased income, and stimulating other industries.

Furthermore, Wahab and Yoeti (1993:106-107) state that tourism is purposeful human activity that serve as a link between people either within one or some countries or beyond the geographical limits. It involves that temporary displacement of people to another region, country or continent for the satisfaction of varied need other than exercising a remunerated function.

On the other hand, McIntosh and Gupta in Yoeti (1992:8) defines tourism as the sum of the phenomena and relationship arising from interaction of tourist, business suppliers, host governments and host communities in the process of attracting and hosting these tourist and other visitors. It means that meaning of tourism is contain someone do the journey to get the service from the service provider, and to communicate with local or foreigner.

2.1.1 Types of Tourism

Marpuang (2002, p.80) says that there are three kinds of tourism, as follows :

1. *Natural Tourism*

Natural tourism is a kind of tourism where the visitors come for having the natural resource attraction both in its natural state and the cultivation efforts from people. This tourism can be divided into four areas :

- a. Flora and fauna
- b. The uniqueness and distinctiveness of ecosystems.
- c. Natural phenomena such as craters, hot springs, waterfall, and lakes.
- d. Cultivation of natural resources such as plantations, livestock, and fisher.

2. *Socio - Cultural Tourism*

Socio - cultural tourism can be utilized and developed as a tourist destination includes museums, historical heritage, traditional ceremonies, arts performances, and crafts.

3. *Typical Interest Tourism*

This tourism is a kind of tourism newly developed in Indonesia. This tourism is especially for tourist who have expertise such as hunting, hiking, rafting, treatment goal, ecotourism, fishing, and others.

Pendit (1999, p.42-48) says there are types of tourism s follows :

1. *Cultural Tourism*

Cultural tourism is a journey undertaken on the basis of a desire to expend the view of life, Learn people condition, habits and culture and their art.

2. *Health Tourism*

Health tourism ia a journey do by tourist with the aim to rest in the sense of physical and spiritual by visiting places like hot springs resorts or a place that provides other health care facilities.

3. *Sports tourism*

Sports tourism is journey with the purpose of sport or intends to follow an active part in sport festival a place or a country. Such as, Asian Games, Olympic, Thomas cup, Uber cup and others

4. *Commercial Tourism*

Commercial tourism is a journey that aims to visit exhibition places and fairs with commercial purposes such as industrial fairs, trade shows, and others.

5. *Industry Tourism*

Industry tourism is a journey do by a person or group of students with the purpose of do observation or research.

6. *Political Tourism*

Political tourism is a activity purpose with take a part of activity in political such as, Independence Day, coronation of British queen etc.

7. *Convention Tourism*

Convention tourism same like political tourism but convention tourism is more specific to provision of facilities such as, court room, conference and other.

8. *Social Tourism*

Social tourism or youth tourism is a travel for people who are economically weak or can not pay for everything that is luxurious. This travel is usually for labor, young people, students and farmers and etc.

9. *Farm Tourism*

Farm tourism is a journey with purpose to visit agricultural projects, plantation, breeding ground and etc.

10. *Maritime or Nautical Tourism*

Maritime or nautical tourism is a journey related to water sports. Such as fishing, sailing, diving, surfing, racing rowing and etc.

11. *Nature Preserve Tourism*

Nature preserve tourism is many organized by an agency or a travel agency that aims to nature reserves, protected parks, forests, mountains and so on.

Nature preserve tourism is usually done by enthusiasts and nature lovers.

12. *Hunt Tourism*

Hunt tourism is many done in countries that do have forests for hunting. Hunt tourism regulated become safari hunting to forests. In our country government un-wrap Hunt tourism on Baluran in east Java. Tourist may shoot the bull of boar.

13. *Pilgrim Tourism*

This is kind of tourism that many attributed with religion, history, customs, people faith. Pilgrim tourism is usually done by a person or group to visit holy place, the tomb of a famous person or a tomb of a revered leader and is considered sacred.

14. *Honeymoon Tourism*

Honeymoon tourism is a journey for new bride and usually held on romantic places. And with special facilities for new bride such as, a beautiful wall decor, big mirror, and ceiling.

Pendit (1999, p.40-41) also gives forms of tourism as follows ;

1. *Origin of Tourism*

First we must know where the tourist form. They are from domestic or foreigner. If the tourist is form domestic that can namely domestic tourism. While, if the tourist is form foreign that can namely International Tourism.

2. The Balance Payments

The arrival tourist from outside they usually bring foreign currency.

Inflowing foreign currency is give positive effect for balance payment and this namely call Active tourism. And the departure of domestic tourist is bring negative effect for out balance payment and this namely call passive tourism.

3. Period of Time

The arrival tourist in a place or country it also calculated with period of time, this also can we call with short term and long term tourism.

4. Number of Tourism

This calculated how many visitors come to that places or country. And this also give a new term that is a personal or group tourism.

5. Transportation Used

We can observed what kinds of transportation that tourist use for they journey. Then it can divided into three (3) category

1. Land Transportation
2. Air Transportation
3. Water Transportation

2.2 Promotion

Every product has to be promoted in order to get the visitors or buyers as much as possible. According to Zimmerer and Norman (2002) in Putri (2015), promotion is kind of persuasive communication that designed to inform the customers about products or services and to influence the potential people to buy the products or services that include publicity, individual sales and advertising. While Utami (2015) stated that promotion is one way flow of information or persuasion that could bring an organization or a person to realize the transactions of purchase and sales. Furthermore, Alma (2006) in Putri (2015) states that promotion is a kind of communication that provide the

explanation and convince the potential customers on products and service with the aim of gain the attention, educate, remind, and convince the potential customers. From the divination above, the logical conclusion would be that Promotion is the way of giving information to the potential customers.

2.3 Media

AECT (*Assocoation of Education and Communication Technology*) as cited in Soyfriend (2014) 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, Purwati 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 writer conclude that media is any communication through printed or electronic equipment in order to deliver messages to the listener or reader.

2.4 Promotion Media

Andi (2002) defines promotion media as a tool to communicate a product, service, image, company or the other to be better known the writer community. Media promotion of the oldest is the media of mouth to mouth. This media is very effective, but less efficient because the delivery speed is less measurable and predicted.

2.5 Definition of Designing

Nowadays, there are so many definitions of designing from different context, researcher, and point of view. Karmila (2010) said that, the term of design has been spread around since 1548, in Latin language design came from word *designare*, in france *de-signare* meaning to mark, mark out more at sign. Design is a science that seeks to formulate and reconstruct the idea scientifically (scholarly) into the system/artifact/product containing usability grounded by practical values, which is the normative/something can be

measured objectively, quantitative. “(Buchori, 2006 in Karmila, 2010). Jhonson in Kasprisin (2011) mentioned that design is a process of making something 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. Based on the opinion of those researcher, the logical conclusion would be that designing is an activity to formulate or to create a product.

2.6 Video

According to 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.

2.6.1 Components of a Good Video

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 a steady shots as well. Steady shots will ease the editor when selecting the best shots. The results 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 display the object in different shot types and angle. The editor should strive for a nice selection of shot types and angles in order to keep the viewers engaged.

2.6.1.1 Audio Digital

According to Arifin et al (2015) there are some factors to consider when adding sounds to the inside multimedia projects :

1. Choose a file format that suits the multimedia authoring software used in multimedia projects.
2. Learn the ability to turn back the sound.
3. Determine the type of sound, background music, special sound effects, or dialogue should be spoken.

2.6.1.2 Creating Text, and Title in the video

According to Arifin et al (2015) titles in video production can be created using analog characters digenerator, or can also use video and image editing software. Following are some suggestions for making appropriate headings:

- The font for the title should be clear, with sans serif type, and in bold for easy be read.
- Use text with light colors when the background of the text is dark.
- Avoid striking colors.
- Different colors between texts should be distinguished by different intensities. Example use light blue with deep red.
- Do not place letters too tightly (give space).
- Avoid overly titles on a video.

2.6.2 Elements of Video

Arifin et al (2015) stated that, there are some elements of video :

a. Theme

The theme is the essence on which the story is based. In synopsis, this element can presented at the beginning or at the end by quoting writing in the works the.

b. Plot

It is the sequence of the story that looks together and there is causal relationships in it. In synopsis, the groove is used for clarify the course of the story as a whole.

c. Background

It is a marker of time, atmosphere, place, and correlation of everything with stories.

d. Scenario

The movie scenario is a script of a video story written by holding on standards or certain rules. Screenplay or script of the video story was written with more emphasis on visualization of a situation or events through scene after scene of clear disclosure. So, the screenwriter of the film is someone who writes the script of the story to be filmed. Screenplay script written by

the screenwriter that's who then tilted or manifested the director into a film masterpiece.

2.6.3 Steps of Designing Video

In designing video, there are some steps that need to be followed. According Zetti (2010) and Pearson (2005) there are three phases in making video, they are:

1. Pre-producton

This phase also called the planning phase includes all the planning and cordination of details before the actual production activities. In preproduction you dvelop the initial program idea, define the program objective, and select the equipment necessary to translate your idea into effective video and audio images.

1. Generating ideas.

A good video production should have a good ideas the video maker must determine what kind of video that will be produced and showed to the public.

2. Program Objective

In implementing something we definitely should have a purpose, as well as the making of the video. Video-maker must determine what you want to achieve with the making there are no longer problems.

3. Select the People and the Equipment

At the time you wanted to start making video, video-maker have to determine who was involved and what tasks they need to do, what equipment and what software or application they will use, so at the time of making there are no longer problems.

2. Production

The production phase involves the shooting of the film. In this phase, the schedule that is planned in the pre-production phase is put into practice. The shooting progress according to the schedule. The activities that happen during a typical day of a shoot are:

1. Setting up the Equipment

To make a good video, you certainly need to recognize and be able to operate the tools used. If you are able to use the tools properly then the results also will be better.

2. Identifying Camera Position and Movement

To get the right shot, identify camera positions and movements before each shot. Good camera positions and movement add to the impact of the film.

3. Executing the Shoot

The video-maker takes charge of the shoot, the movements and actions of everybody present on the place of shooting.

3. Post-production

This phase starts when the shoot is over. The output of the production phase is called raw footage. The video-maker or editor select the best shots, and put them together to give the final shape to the video.

At this stage, all the hard work put in during the preproduction and production phases starts showing results.

The activities involved in post-production are:

1. Viewing the Footage

The video-maker needs to be familiar with the footage. Review each moment of the acquired footage and identify good shots and reject the shot that are not required.

2. Editing the Footage

Video editing phase is very important. At this stage, the captured moments is made more interesting by adding various effects, sounds, or

filters that can make video look more attractive. It is possible for a well-prepared video shorts to end up being ineffective because of careless editing. A few missing shots can be made up in the editing room by appropriate filters if the editor is smart and innovative.

3. Creating an Output in the desired medium

An edited video is ready for viewing. However, the movie must be converted to a chosen format. It is possible for a digital format can be exported onto a tape, a dvd, or other format use on the Internet.

2.7 Taman Purbakala Kerajaan Sriwijaya

Taman Purbakala Kerajaan Sriwijaya is one of tourism destination in Palembang that have many history. It is the one of old destination in Palembang that many people of Palembang not know well about it.

Taman Purbakala Kerajaan Sriwijaya is very interesting place because that have many objects, such as tower to look at the area of Taman Purbakala Kerajaan Sriwijaya from the highest place. There is also a Sriwijaya Museum in this destination. It shows the collections of archaeological relic like artifacts from Sriwijaya Kingdom, such as religious artifacts, Maritime artifacts, trading artifacts or building architecture temple.

2.7.1 Location

Taman Purbakala Kerajaan Sriwijaya is located at Jln. Syakyakirti, Karanganyar village, District Gandus. The distance of Taman Purbakala kerajaan Sriwijaya is 30 minutes from city center.

2.7.2 History

Taman Purbakala Kerajaan Sriwijaya is the ancient remnants of a garden and habitation area near the northern bank of Musi river within Palembang vicinity, South Sumatra, Indonesia. Remnants of ancient man-made canals, moats, ponds and artificial islands discovered in this area suggests the site was related with a 9th-century settlement related the Srivijaya empire. Several artifacts, such as Buddhist statues, beads, pottery and this area revealed the everyday life of its inhabitants, such as colorful beads,

amber, ropes made from arenga pinnata fibers, brick structure, Chinese ceramics, pottery, and the remnant of a wooden ship. Most of these findings were discovered during the construction of the archaeological park. Reconstruction of pottery and ceramics fragments revealed daily domestic objects such as a vase, water vessel, bowl, plate, stove, clay pot, and roof. These domestic artifacts suggest the area was once a dense human habitation. So that's why there is museum sriwijaya here.

2.7.3 Condition

The condition of Taman Purbakala Kerajaan sriwijaya is crowded in the afternoon, because many come there to recreation. Here are some objects such as museum sriwijaya, kedukkan bukit inscription and park.