

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Tourism**

Spillane cited in Rohani (2017, p.10) states that the definition of tourism in the word tourism etimologi derived from the sansekerta language is the word "pari" which means a lot; many times; circling, the word "turis" which means travel; travel. Tourism in English is a "tur" defined in the dictionary as: traveling or traveling for pleasure visiting interesting places, or short visits, or visits via a place. According to Marpaung (2002, p.13), Tourism is a temporary displacement of people beings with the aim of getting out of routine jobs, out of their place of residence. It is similar to Richard and Fluker cited in Pratiwi (2016, p.4), tourism comprises the activities or persons, travelling to and staying in place outside their usual environment for not more than consecutive year for leisure, bussiness and other purposes. In other words, tourism is an activity that do by a person or a group of people who travel and stay outside their residence for more than 24 hours and they will go back later to their residence.

##### **2.1.1 Tourist**

According to Suwanto cited in Rohani (2017, p.12), tourist (tourism) is a person or group of people who make a tour, if the length of stay is at least 24 hours in the region or country visited. However if they live in the region or countries visited in less than 24 hours then they are called travelers (excursionist). While Spillane cited in Rohani (2017, p.12) states that tourists are temporary visitors who stay at least 24 hours in the country visited and travel visits can be classified as follows:

- a. Excursions are for recreation, leisure, health, studies, religious, and sports.
- b. Trade relations, relatives, friends, conferences, and missions.

Rohani (2017, p.13) states that tourist in general are a group of people who visit a region to do a tour, but not to live in the destination or work to get wages. In conclusion, tourist is a person or a group of people who travel and stay outside their residence for more than 24 hours and they will go back later to their residence.

### **2.1.2 Tourism Destination**

Adisasmita cited in Rohani (2017, p.17-18) states that tourism destination is a place that tourists can visit because it has a source of attraction, both natural and man-made, such as natural beauty or mountains, beaches, flora and fauna, zoos, ancient historic buildings, monuments, temples, dances and other distinctive cultures.

Tourism destination according to Yoeti cited in Rohani (2017: 18) must meet three requirements:

- a. The area must have what is called "something to see". It means, the place must have a tourism destination and tourist attraction that is different from what is owned by other areas (natural scenery, ceremonies and art) that can be seen by tourists.
- b. In the area must be available what is called the term "something to do". It means, the place is available a place of recreation that makes them feel at home to stay longer there (adequate lodging / hotels, swimming pools, water bikes) so they can do something that can not be done at home or other attractions.
- c. In the area should be available what is called the term "something to buy" (something to buy). It means that, in the place must be available facilities for shopping (shopping), especially souvenirs and crafts people as souvenirs to take home to their respective home).

In other words, tourism destination is a place where a person or a group of people that fill their traveling for seeing, doing and buying something there.

### 2.1.3 Kinds of Tourism

Spillane cited in Pratiwi (2016, p.4-5) states that there are seven kinds of tourism based on the purpose of the trip, they are pleasure tourism, recreational tourism, cultural tourism, religious tourism, sports tourism, business tourism and convention tourism.

#### 1. Pleasure Tourism

Pleasure tourism is to enjoy the journey performed for a vacation, get some fresh air, satisfy curiosity, relaxes the nervous tension, to see something new, enjoy the beauty of nature and get peace.

#### 2. Recreational Tourism

Tourism for recreation performed as the utilization days off to rest, recover the physical and spiritual freshness and refreshing from exhaustion.

#### 3. Cultural Tourism

For cultural tourism marked a series of motivations such as the desire to learn in a research center, studied the custom, visiting historical monuments and archaeological heritage and participate in the festival music.

#### 4. Religious Tourism

Whereby people of faith travel individually or in groups for reasons related to religion or spiritually in their quest for meaning. It could be under pilgrimage, missionary or leisure purposes.

#### 5. Sports Tourism

Tourism for sports are divided into two categories :

- a. Big Sports Event, tourism is conducted because of the large sporting events such as Asian Games, SEA Games and so forth.
- b. Sporting Tourism of the Practitioner, sports tourism for those who want to practice of the practice itself such as mountain climbing, rock climbing, horseback riding, hunting, rafting, fishing, etc.

## 6. Business Tourism

Tourism affairs for trading business generally performed by entrepreneurs or industrialist, among others, includes a visit to the exhibition and technical installations.

## 7. Convention Tourism

Convention Tourism related to conferences, symposia, hearing and international seminar.

However, Marsono cited in Ananto (2015, p.10-11) states that the types of tourism are classified into:

### 1. Natural Tourism

Types of tours that utilize the potential of nature as attraction object.

### 2. Cultural Tourism

Types of tours that utilize the potential of man-made products as attraction objects.

### 3. Special Interest Tourism

Types of tours that utilize special potential as attraction object.

## 2.2 Promotion

Technological developments have required humans to make adjustments in various ways, one of which is promotion. Machfoedz (2010, p.35) states that promotion is one of the elements of marketing communication mix that marketers can do. Due to its unique nature, promotion can usually meet certain communication goals that cannot be achieved with other techniques. Promotion can offer a persuasion to the consumer to make a decision immediately to buy a product just by making the product more valuable. Promotion can make consumers who do not know a finished product to try it, and persuade them to buy. According to Alma cited in Safitri (2016, p.8), promotion is a kind of communication that gives explanations and convinces potential customers of the goods and services with the aim of attention, educate, remind and convince potential customers.

Sulaksana (2007, p.26) states three unique benefits offered promotions, they are :

1. Communication: Promotions usually invite interest and generally present information to encourage consumers to buy.
2. Incentives: They offer concessions, stimuli or contributions that for consumers can be of value.
3. Invitation: Promotion is inviting for instantaneous transaction.

There are several purposes of doing promotion. Rangkuti cited in Safitri (2016, p.8-9), the purposes of the promotion include :

1. Modifying behavior

The market is the meeting place of people who want to do an exchange in which people are made up of various kinds of behavior that is different to one another. Likewise, their opinion on certain goods and services, appetite, desire, motivation and loyalty to the goods and services are different from each other. Thus, the purpose of this is trying to change the behavior and opinions of the individual, from not receiving a product be loyal to the product.

2. Informing

Promotional activities aimed at providing information to the intended market of the marketing company, regarding these products with regard to price, quality, condition the buyer, usability, features and so forth. Promotional nature of this information is generally preferred and performed at earlier stages in the life cycle of the product.

This is an important issue to increase the primary demand because at this stage some people will not be attracted to select and purchase goods and services before they know the product and its uses and so forth. Promotional nature of this information can assist consumers in making the decision to buy.

3. Persuading

Promotion that encourage of persuasive is generally less preferred by most people. However, the reality now many appear it is that promotion. Such promotion is mainly to encourage buyers. The company does not want to get a response as soon as possible, but prefers to create a positive impression.

It means that the promotion can make an impact for long time against the behavior of buyers. Promotions that encourage this will become dominant if the concerned production began to enter the growth stage in the product life cycle.

#### 4. Reminding

Promotions that are reminiscent of this was done primarily to maintain the product brand in the hearts of the people and carried out during the maturity stage in the life cycle of the product. This means that the company seeks to maintain attention to existing buyers, because buyers do not make transaction just once, but must take place on an ongoing basis.

Kartajaya (2010, p.238) states that the outline of promotion has three purposes, namely to inform, to persuade, or to remind customers. Promotions can be used to inform new products, price changes, and so on. Promotions can also be used to persuade customers to buy right now or for customers to brand switching. Promotions are often used to maintain brand awareness, reminding customers where to buy products, and so forth.

Some other components that must be considered when doing a promotional activity in addition to the attraction of the frequency of promotional activities and the message content of promotional activities (Machfoedz, 2010, p.36). In other words, promoting a product or service obviously needs to follow the development of existing technology in order to achieve the goals and touch the targets that now have been utilizing technology to support daily activities. Promotion can be done through various media.

## 2.3 Media

Soemanegara (2006, p.29) states that media support is always associated with business success opportunities, costs and audience. Media support is used to reach people who are targeted through the media and messages delivered. Media will help a lot of promotional strategies that run. One of the media that can be used for promotional activities is video media.

Video is the images in the frame, where frame by frame is projected through the lens of the projector mechanically so that the screen looks live image (Arsyad, 2011, p.49). According to Kamus Besar Bahasa Indonesia, the video is a live picture recording or television program to be aired on a television set, or in other words a video is a motion picture show accompanied by sound. Video media is one type of audio visual media. Audio-visual media is a media that relies on the sense of hearing and the senses of vision. Some advantages of audio visual media compared to other media stated by Javandalasta (2011, p.1) such as audio visual or film can present powerful emotional influences and can illustrate visual contrast directly.

McFarland cited in Pratiwi (2016, p.9) states that 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 80% increase in online video consumption over the past six years, a 55% majority of video news viewers among Internet users and 2 billion video viewers per week are monetized on YouTube.

According to Ciampa et al cited in Pratiwi (2016, p.9), 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 does not 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 results of video will look professional, if the display does 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 a nice selection of shot types and angles in order to keep the viewers engaged.

## 2.4 Design

According to Evans and Thomas cited in Nisa (2016. p.6), design is a visual language that is built on fundamental principles and elements. The principles are the organization used in conjunction with the elements to create order and visual interest. Meanwhile, Sachari cited in Safitri (2016, p.9) states that the design was in essence a human effort to empower themselves through the creation of objects to live a life that more secure and prosperous.

It is line with Archer cited in Safitri (2016, p.9) says that design is one of the needs of physical and spiritual human being elaborated through various areas of experience, expertise and knowledge that reflects the attention to the appreciation and adaptation to his surroundings, especially relating to the form, composition, meanings, values and goals man-made objects. While, International Council of Societies of Industrial Design – ICSID cited in Safitri (2016, p.9) states that design is a creative activity that reflects the diversity of shape and the quality of the system, like a circle interconnected. In other words, design is the



activity of someone who describes various types of shape and quality system creatively.

## **2.5 Designing Video**

In designing video, there were some steps that need to be followed. According to Zettl cited in Gracelia (2013, p.5), there are three phases in making video, they are:

### **1. Pre-production**

In the preproduction phase, it covers all preparations and activities before entering the studio or field. It is divided into two phases. The first phase is the determination of concept until making script, and the second phase is to select all the needs of production and crews.

### **2. Production**

The second phase is production. It starts when you enter the studio or field and prepare the tools, it has entered into the production stage or field except for rehearsal.

### **3. Post-production**

The third phase is also the last phase, it is postproduction. This phase is also called editing phase. Editing is a phase to make video display be better, start from color or audio. Activities in the postproduction phase can be longer than when production.