CHAPTER II

LITERATURE REVIEW

2.1   Tourism

According to Freuler in Yoeti (1996) tourism in the modern sense is a phenomenon of the present day based on the need for health and air change, conscious judgment and foster love for the beauty of nature and particularly due to the increasing association of various peoples and classes of human society as a result rather than the development of commerce, industry, trade and refinement of the means of transportation. Then Marpaung (2002) stated tourism is a temporary displacement of human beings with the goal of getting out of routine jobs, out of his place of residence. Activities undertaken during their stay at the intended location and facilities made to fulfill their needs. While Krapt in Yoeti (1996) says that tourism is totally of the relationship and phenomena arising from the travel and stay of stranger, provide the stay does not imply the establishment of a permanent resident. From the statements above the writer concludes that tourism is an activity from one place to go to another places just to stay for a while to recreation, have fun, learn about other culture or meeting new people which provide hospitality services.

According to Spillane (1987) as cited in Gitapati (2012), 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

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

3. Cultural Tourism

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

4. Religious Tourism

    Religious tourism is a tourism that whereby people of faith travel individually or in groups for reasons related to religion or spirituality 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 Prectitioner, sports tourism for those who want to practice or the practice itself, such as mountain climbing, rock climbing, horseback riding, hunting, rafting, fishing, etc.

6. Business Tourism

    Business tourism is a tourism affairs for trading businesses generally performed by entrepreneurs or industrialists, among others, includes a visit to the exhibition and technical installations.

7. Convention Tourism

    Conventional tourism is a tourism that related to conferences, symposia, hearing and international seminar.

2.2 Promotion

According to Healey (2013) promotion refers to the mix of promotional elements a firm used to communicate with its current or potential customers about

its products or services. Promotion efforts can be directed to the ultimate consumer, to an intermediary such as a retailer, a wholesaler or a distributor, or to both. Promotion is fundamental to the success of your firm because, without promotion, potential customers won't know about the existence and benefits of your product or service. Whereas Belch and Belch (2009) say promotion has been defined as the coordination of all seller initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea. From that definition the writer conclude that promotion is the ways from a company or a firm to communicate with costumer to tell and persuade the costumer to buy the product.

According to Tjiptono (2002) there are some promotional purposes, they are :

1.   Informing

One of promotional purposes is informing. There are some types to informing the promotion, they are :

a. Inform the market about the existence of a new product.

b. Explains how a product works.

c. Introduce a new way to use a product.

d. Deliver price changes to the market.

e. Inform services provided by the company.

f. Straighten the wrong impression.

g. Decreace consumers's fear or concern.

h. Build company image.

2.   Persuading

One of promotional purposes is persuading. There are some types to persuade the promotion, they are :

a. Build a brand choice.

b. Switch selection to a specific brand.

c. Change customer perceptions of product attributes.

d. Encourage consumers to shop right away.

e. Encourage buyers to receive salesperson visits.

3. Reminding

The last promotional purposes is reminding. There are some types to remind the promotion, they are :

a. Reminds buyers that the product is needed in the near future.

b. Reminds buyers of places that sell companies.

c. Keeps product in consumers's mind even if there are no advertisement campaigns.

d. Keeps the comsumers's first memory falls on the company's product.

2.3   Media Promotion

According to Sulistiana (2016) media promotion is a tool to communicate a product / service / image / company or the other to be better known by the wider community. Media promotion of the oldest is the medium through word of mouth. This media is very effective, but less efficient because of the speed of delivery is less measurable and predictable.

According to Kasmir (2004), there are some of media promotion that can be done with several things, such as :

1. Advertising

Advertising is a promotion made in the form of impressions or pictures or words contained in banners, brochures, billboards, newspapers, magazines, TV or radio. By reading or viewing advertisment it is expected that

consumers or potential customers will be affected then interested to buy the advertised product, therefore this advertisement must be made in such a way to attract the attention of its readers.

2. Sales Promotion

    Sales promotion is a promotion used to increase sales through discounts or prizes at certain times against certain items.

3. Publicity

    Publicity is a promotion done to improve the image in front of the consumers through a sponsorship activity to a charity or social activities.

4. Personal Selling

    Personal sales is a promotion through the personal employees of a company in serving and influencing consumers.

    Based on Sportrec DPAC (2012), there are many different media for promotion, and what is most affective depends on the situation, the product to be sold and the audience you are promoting to. Garyan AA (2012) defines several types of media, they are :

1. **Print Media**

    Print media are all media that encompasses mass communication through printed material. It includes newspapers, magazines, booklets and brochures, house magazines, periodicals or newsletters, direct mailers, handbills or flyers, billboards, press releases, and books.

2. **Electronic Media**

    Electronic media are the kind of media which requires the user to utilize an electric connection to access it. It is also known as 'Broadcast Media'. It includes television, radio, and new-age media like the Internet, computers, telephones, etc.

3. **New Age Media**

    New age media are mobile phones, computers, and the Internet are often referred to as the new-age media. The Internet has opened up several new opportunities for mass communication which include e-mail, websites, podcasts, e-forums, e-books, blogging, Internet TV and many others, which are booming today. The Internet has also started social networking sites which have redefined mass communication all together. Sites like Facebook, Twitter, and YouTube have made communication to the masses all the more entertaining, interesting, and easier.

    Novaliana (2008) says that tourism promotion is a communications in tourism marketing. To further promote the culinary in Palembang whether it is traditional or modern foods can be reached through promotion and information in various print media (newspapers, and magazines) and electronic media (radio, TV, and internet).

    According to Prawira (2012) the technique of utilizing promotion media is an intelligence which can be trained. It is required an accurate observation skill and make creation of the information we want to tell to the audiences. Garyan (2012) states that media, especially mass media refers to communication devices, which can be used to communicate and interact with a large number of audiences. It is the pictorial messages of the early ages, or the high-technology media that are available today, one thing that we all agree upon, is that mass media are an inseparable part of our lives. Then, in this report the writer choose to use documenary video which is in electronic media to promote Carving Furniture Palembang.

2.4   Video

Acccording to Jewitt (2012) video can provide a fine-grained record of an event detailing gaze, expression, body posture, gesture, and so on. That is, video is a multimodal record in which talk is kept in context and all modes are recorded sequentially. This enables researchers using video data to rigorously and

systematically examine resources and practices through which participants in interaction build their social activities and how their talk, facial expression, gaze, gesture, and body elaborate one another. This kind of record cannot be made available using any other technology. It is arguably the just as the audio recorder gave linguists new kinds of access to speech and voice which in turn supported and demanded the development of linguistic theories and methods. Video recording has enabled the expansion of the repertoire of researchers. From the definitions above the writer can conclude video is a one of media to take an image of moving pictures that can be used for reseacher to help their research and also to promote something. That's why the writer choose video in this report to promote carving furniture Palembang.

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 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.

Another opinion about the steps of designing a video comes from Budijono (2017), he gives explanations about the steps in making video as follows.

1.   Making script and storyboard

Make the script based on topics you like, figure out what topic you are interested to discuss in your video, write down everything that you need to talk during the video. You can also use code like [] to show something, could be pictures to be shown in the video. Make sure that you put detail information about the topic you want to discuss in your video. After you write all the necessary information, its time to type the script and make storyboard. Storyboard is an important foundation to make a video because it is the reference for the director in making a video. Storyboard is an activity to transfer your words into draws. To make a storyboard you need a plain paper and divide your paper into some square by lining it up with pen or pencil. Then you can go to scene 1, draw everything you want to show during the video, make sure it is related with the script you've made before. Continue until all scenes are connected with the scripts.

2.   Recording

After making script and storyboard, then you can continue to record the video. To record the video you need camera or smartphone, tripod for holding the cameraif necessary, and audio recorder from your smartphone. Before you record the video, you need to prepare the location where you want to record the video and set the camera setting. Do not forget to record your voice using audio recorder while you were recording the video. If you

need to talk in front of the camera you have to remember the script and talk as if you are talking with the viewers. After all sets are ready you can begin to record your video and check the scenes that you have recorded on the storyboard.

3.   Editing

Move all the files that you want to edit from your camera or smartphone to your computer. Make a new folder and put all the files you want to edit there, you also can rename your files to ease you, such as changing the audio record title as the same title as the video. You can edit the video using adobe premiere pro or others application. Edit your video based on the storyboard you have made before.

2.4.1   Framing (Type of Shot)

According to Santoso (2013) there are some types of shot. Type of shot is also called image framing. On the screen, we can see a variety of display type of shot. There are 7 types of shoot, they are :

1.   Extra / Extreme Long Shot

2.   Long Shot

3.   Medium Long Shot

4.   Medium Shot

5.   Close Up

6.   Big Close Up

7.   Extreme Close Up

2.4.2   Angle of Shooting (Shot Angles)

According to Santoso (2013) there are some kinds in angle of shot. The angle of shot describe the various camera positions that can be used to record the subject. The kinds in angle of shot are :

1.   Bird's Eye

2.   High Eye

3.   Eye Level Shot

4.   Low Angle

5.   Very Low Angle

6.   Canted (Italics)

2.4.3   Composition

According to Santoso (2013) an important part of the cinematography world is the composition, the laying of objects in a frame of images that are made to look beautiful and attract the attention of the viewer.

1.   Rule Of Third
      This theory of beauty comes from Greece with the famous Parthenon temple and is often called the rule of third or the division of three fields.

2.   Pay attention to Perspective
      The beauty of composition in cinematography is not only influenced by the theory of the rule of third, but also by other factors such as perspective. Perspekrif associated with camera set up and camera angle. Understanding of perspective will produce images that are more dynamic, dimensional, and have depth of space (depth).

3.   Organize Colors
      In videography, the concept of coloring is very important because it is directly related to the visual With a good and measurable color arrangement, the audience will be helped to more quickly get into the movie story. In other words, the audience will blend into the video or movie they are watching.

4. Line Composition

In shooting or angle, a videographer should take into account the composition of line elements, since the line will show the dynamics of the composition of the image. The lines are not only straight, but some are curved in a circle.

5. Organize Motion / Blocking

Motion in a movie is often also called blocking. This is what distinguishes between cinematography with still photography. So it is not just the rule of third, the structuring of color and the composition of lines that can affect and attract the attention of the audience, but the movement (blocking) also affect videography. In addition to the player, the motion can also be done by the camera (camera movement) or a mix between the motion of the player and the motion of the camera.

2.4.4 Lighting

Photography comes from the world photo and graphe (drawing with light) which means to draw with light. So it is clear that lighting is very important in photography and videography.

According to Santoso (2013) light is one of important parts in picture, we can not see pictures without help light. There are two kinds of light, they are:

1. Available Light

Available light or natural light, the sun as a light source.

2. Artificial Light

Artificial light is light coming from lights that are continous or light up.

2.4.5 Depth of Field

According to Santoso (2013) in photography, depth of field is translated as the term "bokeh", which relates to the image sharpness area. Looks at foreground and background sharpness.

2.4.6 Camera Movement

According to Santoso (2013) the motion of players and cameras is standardized by a fileman named Don Livingstone. There are 5 types of camera movement, they are :

1. Pan

   Camera motion left and right with one axis.

2. Tilt

   Move the camera up and down with one axis.

3. Zoom

   The forward or backward motion caused by the lens game with the still camera position.

4. Tracking

   Camera motion using rails or follows the object to provide a three dimensional effect.

5. Crane

   Moving the camera using a mechanical device or crane.

2.5 Documentary Video

Effendy in Utami (2010) stated the name of documentary is the title for the first film of the lumiere brothers that tells the journey in the 1890s. While Hayward in Utami (2010) stated that John Gierson, a British critic and filmmaker from English argues that documentary is a creative way of representing reality.

According to Utami (2010) documentary video is one of audio visual media genres used to mediate the tradition preservation and return which is essentially becomes a great heritage. Documentary video shows the importance of critizising the myth of various tradition. A documentary video presents a fact based on objective facts that have essential and existential value. The objective facts presented are based on essential and existential values which are about life, the environment, and the real situation.

According to Gaudenzi (2013) the interesting things about the documentary form is not so much its attempt to portray a reality of interest to the filmmaker, but that the way the filmmaker chooses to interact with reality, to mediate it through shooting, editing and showing, it is indicative of new ways of thinking about reality, and therefore of forging it. In other words documentary doesn't say much about what reality is but it says a lot about how we do relate to reality and how we construct our knowledge, and our beliefs, around it.

2.5.1 Forms of Documentary Videos

According to Sutisno (1993) documentary video has forms, they are :

1. Documentary based on Stock Shot

   Documentary program based on this stock shot live compile a list of necessary shots and look it up in the library . Certain shot deficiencies are easily sought with new takeovers.

2. The Dramatized Documentary

   This format is more suited to using theatrical screenplay model because that visual and aureal aspects can be known before and can be planned just like a directed drama.

3. Documentary Instructional Model

   This type of format includes the actual documentary because its shooting can not be planned fast earlier". This type of documentary video is specially designed to teach the audience how to do the various things they want to do.

2.5.2   Elements of Documentary Video

In the documentary video there are two main elements, namely :

1.   Images (Visual)

Images taken based on spesific events. The people recorded in the video, really exist and never existed, not as actors replacing someone in the video.

2.   Words (Verbal)

The words in the documentary video come from the direct narrative of the subject who became a figure in the documentary video. Words are usually a testimony of history and certain events.

However, these words can also derive a narrator or resource person to describe events as well as provide specific information on the places record the picture.

2.5.3   The Advantages

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 smart phone, tablet or computer to record a video. Using documentary video, it makes a person easier to record something like carving furniture Palembang by their phone, camera, tablet and many more. After that person already take the video of carving furniture Palembang, it can be saved in the smart phone and that person can share it or show it to others. That can be a way to promote carving furniture Palembang.

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. The writer can make a script and

take video all about carving furniture Palembang and make it into documentary video. When people watch it, they seems to see the real condition in carving furniture Palembang environment.

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. Based on this explanation, using documentary video can be a good idea to promote carving furniture Palembang. The writer can upload the result on youtube and people can access it. It is become one of the ways to intoduce carving furniture Palembang to people.

2.6   Carving Furniture

According to Bastomi as stated in Gumilar (2017) there are five kinds of carving in generally that created by carver:

1.   Convex carving

Convex carving is the pattern of convex pattern. The kinds of this carving rarelly using in a relief.

2.   Concave carving

Concave carving is the pattern of concave pattern.

3.   Stack carving

Stack carving is some pattern that have a structure, for example the pattern of a big leaf under the the pattern of small leaf.

4.   Line carving (*cawen*)

Line carving only using in the line of picture. This kinds of carving usual using on the metal to make sketch carving (silver carving).

5. *Takokan* **carving**

Takokan carving is carving that do not use a frame. This carving only show the border side of carving.