

CHAPTER II

LITERATURE REVIEW

This part presents the definition of design, promotion, purposes of promotion, video, script, types of script, tourism, types of tourism, form of tourism, tourism resources and types of tourism object.

2.1 Definition of Design

According to Jhonston in Kaspirin (2011), 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. Meanwhile, according to Wibowo (2013), design is a method of delivering visual messages in the form of text and images from the communicator to the communicant.

In conclusion, design is a planning in the making of an object, system, component or structure. In a broader sense, design is an applied art and engineering that integrates with technology. Design is applied to the form of a plan. In this case can be proposal, drawing, model, or description.

2.2 Promotion

According to Stanton (2007), promotion is one of the elements in a company's marketing mix that is utilized to inform, persuade, and remind about a company's product, in the hope of influencing the recipient, to feel confident. According to Kotler and Keller (2010), the definition of promotion is a means by which companies seek to inform, persuade and remind consumers either directly or indirectly about the products and brands they sell.

From the definitions above, it can be stated that promotion is one of the variables in the marketing mix that the company should do to provide information about its products or services, and to persuade and remind consumers to make purchases of goods and services. Promotion is an important factor in marketing management and is often referred to as a continuous process.

2.2.1 Purposes of Promotion

According to Rangkuti (2009), the company engages in promotional activities with the main purpose to seek profit, whereas according to Tjiptono (2007) "The purpose of promotion is to inform, influence and persuade, and remind target customers about the company and marketing mix". In detail the three promotional purposes can be described as follows:

1. Informing, it can be informing the market about the existence of a new product, introducing new ways of usage from products, delivering price changes to the market, explaining how a product works, informing services provided by the company and developing corporate image.
2. Persuading targeted customers for forming a brand choice, switching options to a specific brand, changing customer perceptions of product attributes and encouraging buyers to shop right away.
3. Reminding , consists of reminding the buyer that the product that is being held is needed in the near future, reminding buyers of places that sell company products and keeping buyers in mind even if there are no ads campaigns.

2.3 Video

Arsyad (2011) stated that video is the images in the frame, where frame is projected through the lens of the projector mechanically so that the screen looks like real image. Akhtar (2015) mentioned there are several advantages using video as a media to promote, such as:

1. The biggest advantages of using video is help in reaching out to millions of people within a short time and without spending much money.
2. The best way to present the product of the video is with audio visual, sound and images.
3. Past research shows that more than 79 percent of people who use the internet frequently watch various video. This makes a powerful medium

and if it is well packaged and used effectively, it can work wonders for any company.

4. ideas are giving much higher priority than pictures, text and audio files thus giving a much better chance to pass on video message.

According to Ciampa and Moore (2006), there are some components that make a good video such as good lighting as opposed to merely adequate lighting needs to bathe the subject in a flattering way, top quality audio, steady camera will produce a steady shots as well and shot structure to make good video display the object in different shot types and angles.

From the definitions above, it can be concluded video is a technology for capturing, recording, processing, transmitting and rearranging moving images. And usually use celluloid film, electronic signal, or digital media. It can be concluded that video is one type of audio-visual media to convey information through images combined with audio that aligns and it looks like real.

Matthew (2015) stated that there are three steps to make video:

1. Pre-production

In the production of a video, the pre-production process is the process of preparing all elements involved in a video shot. Start from budget setting, selection of director, actor, cameramen, crew, location, equipment, costume/wardrobe, etc. principally this process includes: concept, design, production plan, documentation, assemble team, building prototype, clear right, client soft-off and funding.

2. Production

The production process is the stage of field execution, in the form of project work that refers to the preparation resulting from the pre-production process.

3. Post-production

Post production is the final stage of finishing of a series which includes beta testing, evaluating and revising software and content based

on beta rest result, releasing golden master (final product) of multimedia products and collecting/storing all materials used in the production process. The products in golden master are packaged in mini DV/VCD/DVD Pieces and others.

2.4 Script

Sukonco (2014) stated that *“Penulisan naskah secara teoritis merupakan komponen dari pengembangan media atau secara lebih praktis merupakan bagian dari serangkaian kegiatan produksi media melalui tahap-tahap perencanaan dan desain pengembangan, serta evaluasi.”* It means writing script theoretically is a component of media development or more practically is a part of a series of media production activities through the stages of planning and design of development, and evaluation.

Hanifa (2013) said *” Sebuah naskah adalah ide dasar yang diperlukan dalam sebuah produksi program video. Kualitas sebuah naskah sangat menentukan hasil akhir dari sebuah video. Sebuah naskah pada umumnya berisi gambaran atau deskripsi tentang pesan atau informasi yang disampaikan “* it means a script as the basic idea that is required when making video. And the quality of a script is really important and crucial to the final outcome of a video. A script generally contains explanation or descriptions of messages or information.

According to Bjerke (2004), script is the primary document that the videographer uses to create all the video and audio raw material and keep it organized. This last point is important, since it is sometimes not possible to shoot a video in the order in which the viewer will see it. For instance, it is easier to shoot everything that takes place in one location at the same time. Then put all the shots in the proper sequence when people edit--again, using the script to help people keep everything straight.

2.4.1 Types of Script

Dontigney (2017) said that script writing or, more commonly, scriptwriting can be broadly defined as writing the dialogue and relevant directions for a production. Dontengney stated there are five types of script writing: Screenplays, playwriting, audio drama, news script and other scriptwriting.

a. Screenplays

Screenplays are scripts written specifically to be produced for a visual medium, such as film or television. For the most part, screenplays are fictional in nature and designed to tell a story. Screenplays typically include a variety of information including setting, dialogue, camera instructions and may include editing instructions. It should be noted that most screenplays are not produced as written. The director, production crew and even the actors may all directly or indirectly alter the script during production.

b. Playwriting

Plays are productions that occur live, on a physical stage rather than the metaphoric stage of film or television. Like a screenplay, a play script includes dialogue and directions. According to Script Frenzy, a play script will include stage and scene instructions, as well as provide character names and descriptions.

c. Audio Drama

Scripts for audio dramas share a number of components with screenplays and the scripts for stage plays, often sharing terminology. There tends to be much more extensive use of the so-called narrator to provide third person perspective than in other fictional scripts. The dialogue is also different in that it includes more descriptive language about the surroundings to help establish setting, reports crazy Dog Audio Theatre. Instructions lean toward the necessary audio components that need to accompany a given scene and may also give direction to the voice actor about how a line should be delivered.

d. News Scripts

While appearing natural on screen, most news anchors are provided with scripts to read via teleprompters. News scripts tend to be bare-bones affairs that provide informational content. The components of the script the anchors do not read aloud generally include directions for the production staff about when to run a clip or to cut to a live anchor in the field.

e. Other Scriptwriting

Other types of scriptwriting include producing story/dialogue for video games, education films, online content such as podcasts or marketing materials and even commercials. These scripts tend to follow the same general patterns as plays, audio dramas and screenplays.

2.5 Tourism

Goeldner and Ritchie (2006) stated that tourism may be defined as the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourist suppliers, host government, host communities, and surrounding environments that are involved in the attracting and hosting of visitors. Mathieson and Wall as cited in Zaci (2013) stated that tourism is the temporary movement of people to destinations outside their stay in those destinations, and the facilities created to cater people need.

Moreover, Hunziker and Kraft as cited in Ariyasa (2011) defines tourism as the sum of phenomenon and relationship arising from the travel and stay of none resident, and so far people do not lead the permanent residence and people are not connected with earing activity.

In conclusion, 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.

2.5.1 Types of Tourism

The types of tourism according to Spillane (1987) as cited in Gitapati (2012), based on the motive of travel destinations can be divided into several types of special tourism, namely:

1. Pleasure Tourism

This type of tourism is done by people who leave their homes for vacation, seek fresh air, fulfill their will, relax nervous tension, see something new, enjoy the beauty of nature, know the saga of local people, and get the peace.

2. Recreation Tourism

This tourism is done for the use of holidays to rest, restore the freshness of body and spirit, and refresh from fatigue, and can be done at a place that guarantees recreational purposes that offer the necessary pleasures such as beaches, mountains, resting centers and health centers.

2.5.2 Form of Tourism

There are various forms of tourism according to Suwanto (2004) when viewed from various aspects, such as:

1. In terms of number of differentiated tourist such as:

1. Individual tour is a tour conducted by one person or married couple.
2. Family group tour is a tour conducted by a group of families who still have a kinship relationship.
3. Group tour is a tour that is done together and led by someone.

2. In terms of tourism regulation distinguished such as:

1. Pre-arranged tour is a tour that has been arranged on the previous day.
2. Coach tour is a travel product sold by a travel agency company.

3. Special arranged tour is a tour organized specifically to meet the demand of tourists or more in accordance with the interests of tourists.
4. Optional is an additional tour outside the arrangements that have been prepared at the request of the customer.

3 In terms of purpose differentiated tourism such as:

1. Holiday tour is a tour organized and followed by its members for a vacation, have fun and amuse them.
2. Familiarization tour is a journey intended to familiarize themselves with the occupational field or area.
3. Educational tour is a tour intended to provide an overview, comparative study or knowledge of the field of work visited.
4. Scientific tour is tours whose main purpose is to acquire knowledge or inquiry into a field of science.
5. Pile image tour is a trip intended to perform religious services.
6. Special mission tour is a tour that is intended to fill a special void.
7. Hunting tour is a tourist visit to organize the hunting of animals that are allowed as entertainment.

4. In terms of the implementation of differentiated tourism such as:

1. Excursion is a short distance tour distance taken less than 24 hours to visit one or more objects.
2. Safari tour is a tour organized specifically with special equipment that the purpose and object is not a tourist attraction in general.
3. Cruise tour is a tour with a boat trip to visit tourist attractions and nautical attractions on land but using a yacht.
4. Youth tour is a special tour visit destined for teenagers by age set.

5. Marine tour is a visit to the tourist attraction especially to see the beauty of the ocean, wreck-diving (diving) with complete diving equipment.

2.5.3. Tourism Resources

Resources are natural attributes that are neutral until there is human intervention from the outside to change it in order to meet the needs and human satisfaction. In the context of tourism, resources are defined as anything that has the potential to be developed to support tourism, either directly or indirectly. Resources related to tourism development generally consist of natural resources, cultural resources, special interest resources, in addition to human resources.

1) Human Resources

Human resources are recognized as one of the vital components in tourism development. With regard to human resources in tourism, Intosh in Pitana (2009) provides an overview of career opportunities in the tourism industry that utilize and be driven by human resources, such as in transportation, accommodation, food and beverage services, shopping, travel, etc.

2) Special interest resources

One of the causes of segmentation or specialization of the tourism market is due to the tendency of tourists with special interests both in the number of tourists and areas of interest. According to Richardson and Fluker (1994) in Pitana (2009) the types of tourism resources of special interest that can be used as tourist attraction can be classified as follows:

- a) Active adventure such as caving, parachute jumping, trekking, off-road adventure and mountain climbing.
- b) Nature and wildlife, such as bird watching, ecotourism, geology, national parks and rainforest.
- c) Affinity, such as artist's workshop, senior tour, and tour for the handicapped.

- d) Romance, such as honeymoon, island vacation, nightlife, single tour and spa/ hot spring.
- e) Family, such as amusement park, camping, shopping trips and whale watching.
- f) Soft adventure, such as backpacking, bicycle touring, canoeing/ kayaking, scuba diving/ snorkeling and walking tour.
- g) History/ culture, such as agriculture, art/ architecture, art festival and film/ film history.
- h) Hobby, such as antique, beer festival, craft tour, gambling and videography tour.
- i) Spiritual, such as pilgrimage/ mythology, religion/ spiritual and yoga.
- j) Sports, such as basketball, car racing, Olympic Games and soccer.

2.5.4. Type of Tourism Object

According to different morphological and geographic conditions between regions with other areas or the inheritance of the ancestors first, then each region has the potential of different tourism objects, from here then arise various types of tourism objects developed as an activity that over time has its own characteristics. Such as ecological attractions that can also be called ecotourism objects. According to Sujali (1989) in Asmoro (2011), there are three types or forms of basic materials that must be owned by a tourism industry, which are natural tourism object, human tourism object and artificial tourism object.

1) Artificial Tourism Object

The type of these attractions is strongly influenced by human activity and creativity in which the form is very dependent on human activity. The form of museums, places of worship, the area of 20 tours built such as mini park tours, city parks, Ancol tourist areas, and so forth.