

CHAPTER II

LITERATURE REVIEW

2.1 Definition of Design

Nowadays, there are so many definitions of designing from different context, researcher, and point of view. In a view of Hardt (2006) said that design as process deals with uniting such factors as technology, marketing, sales, recycling and disposal to create the balance between the commercial, immaterial and aesthetic values of a product. The other definition of design by FitzGerald (1987) is to map out, to plan, or to arrange the parts into a whole which satisfies the objectives involved. “Design is, in its most general educational sense, define as the area of human experience, skill and understanding that reflects man’s concern with the appreciation and adaptation in his surroundings in the light of his material and spiritual needs.” (Archer, 1979). Taura and Yukari (2017) define design as the composition of a desired figure toward the future. “Design is to design a design to produce a design” (Heskett in Taura and Yukari, 2017), which means an activity to produce a product. In order to create something new, designing definition based on the notions above is using technology to plan and create something that reflects people concern with the appreciation and adaptation.

2.2 Definition of Vlog

A video blog, shortened as vlog, is user-generated content, which a user publishes combining consistent storytelling and audio-visual contents in a video sharing platform. Video blog users interact with other users by commenting each other’s content. (Lon, 2012). Statistics Brain said that the vlog trend gradually begun in 2007 on an online video sharing platform, YouTube, which is currently the biggest video content sharing platform with over one billion users, five billion videos being watched daily and around 10,113 videos with over one billion views.

Jason (2014) in Kim, 2017 described the currently biggest vlog celebrities, Michelle Phan and Casey Neistat, joined YouTube and started producing their

own vlogs in 2007 and 2015 and now both of them have over seven million followers and in total over one billion video views. Vloggers produce and share their own videos because they want to share their passions and interests with other users. Throughout vloggers' channels, users who find common interests with a vlogger form an online community and they discuss and are willing to share their own experiences and stories. Vlog categories include beauty, lifestyle, food, culture, travelling, motivation, cars, sports and education. Whereas television content does not provide users a selection of contents or schedule by individual preference, online platforms provide users freedom of content selection without time limitation. Video blogs provide informative, educational and entertaining sources and sometimes they create online communities amongst users with common interests and similarities. It seems that vlogs are not only about sharing one's own produced video contents but they connect diverse people with interests across the world. The vlog platform encourages users to build friendships and connections.

In conclusion, a vlog is a segment of blogosphere. Its primary messages are delivered by video contents, whereas blog contents mostly include texts with static images. General similarities of a blog and video blog are that they are user-generated contents. Many bloggers and vloggers with high popularity are supported by advertising or product sales. They prioritize the importance of interactions with other users who read and watch contents. The most famous of video sharing platform in the world is Youtube.

According to Matthias (2017) on Vlognation. A few vlogging tips to start vlogging on YouTube that every vlogger should follows are:

1. Look into the Lens When Speaking

When you film yourself, pretend that you are talking to an old friend. Look at the camera lens as if you are looking into your friend's eyes. This will increase your engagement with your viewers in each video, and it avoids a lot of awkward shots and filming errors.

2. Film Extra Vlog Footage

When in doubt, vlog it. For example, you may not show yourself curling every lock of your hair in a beauty vlog, but if you do not film it, you won't

be able to edit and show time-lapse footage of the process. If you are uncertain of one angle, do another take from a different angle and see which one you like better or if you want to go back and forth between them for the final product. Also, it is good to have more than less. You won't know how good the footage will be until you start editing. By having extra vlog footage, You will be prepared for any edits or unexpected turnouts.

3. It is Okay if You Mess Up

On that note, do not be afraid to mess up. Just take a breath and start over or pick up from where you were before you missed a line or made a mistake. That is what editing is for!

4. Find Your “Vlog Speaking” Voice

Practice speaking clearly and slowly with your vlogging camera. You will notice that it is much different trying to speak while engaging with a camera lens when you first start vlogging. Do not worry, practice makes perfect! Record yourself speaking at your normal rate and then record yourself speaking at a slightly slower rate and with more emphasis. Listen to the difference and practice using your best speaking voice on camera.

5. Have Fun and Let Your Personality Shine

Remember, your viewers have thousands (and sometimes millions) of choices for videos on fitness advice, cooking tips, styling their hair, or movie reviews. Your personality will set you apart and make your vlogs stand out.

6. Create a Vlogging Schedule and Make it Known

And, last but certainly not least, consistency is key in the world of vlogging. Set up a schedule for your vlogs and make sure that your viewers knows it. Post it in your YouTube profile and in all of your profiles on social media. Include it in your outro. Just saying, “Look for a new video every Wednesday morning!” will get this schedule in your viewers’ thoughts and increase your return viewership.

So the writer can conclude that there are six vlogging tips to start vlogging on YouTube that every vlogger should follow they are look into the lens when speaking, film extra vlog footage, it is okay if you mess up, find your “vlog speaking” voice, have fun and let your personality shine, and create a vlogging

schedule and make it known. Creating YouTube videos is hard work, it is very enjoyable. You should create vlogs because you like to do so.

2.2.1 Element of Vlog

There are five elements that could make the video blog or vlog more interesting to watch. Adding video to your blogging repertoire is becoming more and more important for several reasons. Laurielyons (2015) says that in the follows:

1. Sounds



Figure 2.1 Sounds

(sources: images.mentalfloss.com)

One of the most important elements of a video is sound. If people can't hear what you are saying, they won't watch it. It is like trying to read a blog post with different fonts and colors going on – clicking away will be the result if you can't be heard.

Using an external microphone is probably the best way to get the most desirable sound but smartphones do amazing things these day. It is all about placement. Make sure background noise is minimal.

And do not forget the camera on your computer. Webcam has excellent visual and sound quality. You just need a warm and inviting place to record, with little background sights and sounds going on.

2. Lighting



Figure 2.2 Lighting

(sources: dinrino.co.uk)

Lighting for video is much the same as with still photography lighting. Natural light is best. Facing the light makes a pleasing presentation. If the lights are behind you then your face becomes dark, lost in the shadows. Not what you are going for at all.

Nor do you want bright lights, like the midday sun, shining directly on you. It gives you a very eerie look. Think Edward in Twilight. Not something we want either, unless you are Bella. Or a vampire.

Lighting tips:

If you are shooting outside – shoot early in the day, late in the day or when it is overcast for best results.

If you are shooting inside – be careful of windows and lighting. If there is too much light coming through the window, try covering it with a white sheet. This works like magic for your video. Remember, lighting needs to be in front and not behind you.

Using trial and error is a great learning tool. If it is not the best, make adjustments and try again!

3. Editing



Figure 2.3 Editing

(sources: sm.pcmag.com)

There are several video editing programs available. Three of the most common are Windows Movie Maker and Windows Live Movie Maker (for PCs) and iMovie (for Macs). To make editing easy, especially when first getting started with vlogging, try recording in small clips and piecing them together during the editing process. Add transitions, text and music to your videos to add some entertainment, but less can sometimes be more.

There are several tutorials available online for all three programs. Google get started on how to edit using Windows Movie Maker and iMovie. Or better yet, go to Danielle Smith for some great vlogging tutorials.

4. Length



Figure 2.4 Length

(sources: unruly.co)

Length is another key aspect to videos. The shorter your video is, the more likely people will watch it. 4 minutes or less is the best way to keep people watching and coming back for more.

Do not do a long intro at the beginning of your video. Get to the point immediately.

Use a title slate in the opening and closing of your video so that your site URL and Twitter handle will always be shown, but will not take up a significant amount of time. This will also brand your video and help direct people back to your site.

5. Entertainment



Figure 2.5 Entertainment

(sources: unruly.co)

Remember that a vlog is just like a blog post, you want to engage your viewers. You do not necessarily have to be a stand-up comic extraordinaire, but you do have to find a way to grab their attention and keep it.

You can wow them with your mad editing skills, your fun personality, or your story-telling ability. Whatever the case, just as we all want to read well-written posts, we all want to watch well-done videos.

The beauty of a vlog is to let the world see the unique personality behind the words on the blog. To watch mannerisms or hear the cute accent or southern twang (that would be me) is a bonus you do not get with a written post. If you need some ideas to get you started I suggest watching Mama Kat and I Make Myself the Queen. Well done, entertaining and a wealth of learning from both of these

Now that you know the steps to create a killer vlog, get your cameras out and start recording. And do not forget to have fun!

2.3 Youtube

YouTube is an online video sharing platform and nowadays it is one of the most visited websites on the internet. Almost one-third of people in the world are registered as YouTube users and these users create a billion watching hours on a daily basis, generating billions of views. Video contents include user-generated videos and professionally produced films such as user webcam videos, animal videos, video bloggers, international music videos and Hollywood film trailers (David, 2016)

Press Online by Youtube mentioned that Brands can utilise YouTube for advertising, marketing, branding and promotion. YouTube provides video advertisement service which plays a sponsored commercial film before users watch a video they choose. YouTube also has a call-to-action function in the video advertisement service, so users can click and directly access the brand website advertised.

Secondly, brands can create their own YouTube channel presenting their own video contents and directly interact with consumers. The most efficient way to introduce about the brand on YouTube is to create the brand's channel and share the brand's video content. Most big brands have their own YouTube channels and share videos which entertain consumers and present their new products.

Lastly, many commercial brands collaborate with famous vloggers who share the same interest. Brands should be aware of the fact that consumers' purchase behaviour has also changed. Nowadays, consumers tend to watch or read vloggers' product reviews prior to final decisions about product purchase. Collaborations with vloggers attract the younger generation from teenage to 20's who know about vloggers.

Brands sponsor the vlogger for their product placements and product reviews. Video bloggers or other social media influencers represent the viewers and share their experience with commercial products. The viewers learn about the product after watching vloggers product review and make purchase decisions. Therefore, vloggers' product reviews are influential and make contribution to

consumers' purchase decisions. It also helps brands to advertise their products to consumers in an approachable level. The collaboration of a brand and a vlogger also benefits vloggers when vloggers are featured on a big brand's YouTube channel. It is another significant way for vloggers to promote themselves in a famous brand's YouTube content which potential consumers meet apart from vloggers YouTube channel.

2.4 The Impact of Technology to Tourism Sector

Technologies are factors that impacts on how any business is operated. Therefore, for each development of new technologies, a business may have to totally change their operating process. The change of technology will affect the way a company carries out business. (Essays, 2013)

Through the ages the travel and tourism industry has developed significantly with the development of new technology. On a global scale new technology has changed the way of tourism. In the dark ages travel on land was in litters or chariots and small boats was used to travel on sea. Tourism and pleasure travel was in existence and active during this time, but by the middle of the Middle Ages, large numbers took on a new life with the main purpose of traveling to Europe for religious purposes. Travel in the 18th century was by high society people mainly to visit spas a major attraction which also provided social events, games, dancing, gambling and sea-bathing. With the development of railway in the late 1830's, direct contribution of major seaside resorts was established and gave everyone an opportunity to travel as demand for vacation travel grew. The first publicly advertised excursion train developed by Thomas Cook, who was then looked upon as the first travel agent and now owns one of the largest travel agency in the world.

As the need for technology grew throughout the years, various inventions took place and increased the travel and tourism industry. Leading into the 20th century where introduction of motorcar and the first twin engine aircraft which allowed for the travel of large number of people in 1958. Tourist discovered

increasing access to a growing array of destinations with the great increase of technological advancements in the mid and late 20th century.

Communicating technology aid in making airline increasingly accessible from the promotion of destinations to attracting travelers' attention to enabling instant reservations and payment collections. Through the significance of communicating technology, modern tourism is fully equipped with the ability to communicate their benefits and to sell themselves to potential visitors. On return those potential visitors can reach points of interest at their chosen destination. In 1953, through the introduction of communication technology airline reservation way slinked directly with travel and booking agents. This brought about a generous increase in the tourism according to "the learning and teaching network". this link made the entire booking process more easier and efficient as more airlines capitalized on it.

As the improvement on technology increased modern internet allowed tourist quick and easy access to information such as travel destinations, lodging and dining options at the destination, up to the minute wait time and making reservations before departing for their chosen destination. The use of telephones also allowed travelers quick contact without ever experiencing a busy signal or getting out of bed. It also allowed for the collection of payment from prospective travelers before departing for the destination. According to " the journal of information technology and tourism", modern communication technology likewise 21st century developments in mobile telephone technology allows for advertising of attractions at various tourist destinations to target visitors.

The impact of technology in the travel and tourism industry is enormous as more and more travelers can compare and look for all kinds of information available on the internet about potential destinations. As stated by China daily, according to "John Liu" , the executive vice-president and head of greater chins at Google, 85% of travelers do their research on the internet about potential destinations and the average traveler does 55 online searches for bookings, travel guides and visas before a booking.

What seemed to be impossible in the pass like the impact of global positioning system on how airlines operate, self-check in of luggage, online

bookings and so much mire is now at present become acceptable. Though technology has totally transformed the travel and tourism industry, according to the "daily observer", it stills requires considerable financial investments and in addition tourist destination must continue to provide innovations in customer service, attractions and economic development to continue producing attractive destination despite the numerous avenues for promoting of the area.

2.5 Educational Tourism

Tourism is divided into several types such cultural tourism, recreation tourism, pleasure tourism, educational tourism, business tourism, and sport tourism. Indonesia is one of developing countries especially in tourism sector. One of the most popular tourism type nowadays is educational tourism. Grusovnik (2010) said that educational tourism (or edu-tourism) could be invoked in order to provide experiences upon which environmental education – the advocating of more concrete pro-environmental habits – could be based. The definition of education tourism as ‘travel for learning and education’ is provided by Ritchie in Sharma (2015). Tourism seems a proper candidate for experiential environmental education because its main function is precisely the manufacture and delivery of experience. As MacCannel sees it:

“The value of such things as programs, trips, courses, reports, articles, shows, conference, parades, opinions, events, sights, spectacles, scenes, and situations of modernity is not determined by the amount of labor required for their production. Their value is a function of the quality and quantity of experience they promise. ... All tourist attractions are cultural experience” (MacCannell, 1999)

Every tourist trip represents an act of gaining knowledge. By travelling, people familiarize themselves with new landscapes, populations, languages, cultures and customs. The relation between tourism and education based on the National Tourism Organisation of Serbia, tourism aimed at gaining concrete knowledge through designed programmes may be called educational tourism. It represents a highly important aspect of child and youth tourism.

The notion of traveling for educational purposes is not new and its popularity in the tourism market is only expected to increase (Gibson (1998) in

Ankomah and Larson, 2004). Akhmedova (2016) said that educational tourism or edu-tourism is the sector of the economy that is developing fast and is acquiring more and more popularity nowadays.

According to those notions above, educational tourism is broad in scope of giving and training people to gain knowledge about places, populations, languages, cultures, custom and landscapes. This kind of tourism has a purpose to travel, learn and educate at the same time. That is why, the visitors (which maybe be either tourists or excursionist; residents or non-residents) as people travelling to and staying for gaining knowledge directly.