

## CHAPTER II

### LITERATURE REVIEW

#### 2.1 Promotion

Promotions refer to the entire set of activities, which communicate the product, brand or service to the user. According to Sutrisno (2002), Promotion in the broad sense is a form of persuasive communication designed to provide information about goods and services that are expected to affect consumers to buy goods and services. The idea is to make people aware, attract and induce to buy the product, in preference over others. There are several types of promotions. Above the line promotions include advertising, press releases, consumer promotions (schemes, discounts, contests), while below the line include trade discounts, freebies, incentive trips, awards and so on. Sales promotion is a part of the overall promotion effort.

There are also:

1. *Personal selling*: one of the most effective ways of customer relationship. Such selling works best when a good working relationship has been built up over a period of time. This can also be expensive and time consuming, but is best for high value or premium products.
2. *Sales promotions*: this includes freebies, contests, discounts, free services, passes, tickets and so on, as distinct from advertising, publicity and public relations.
3. *Public relations*: PR is the deliberate, planned and sustained effort to establish and maintain mutual understanding between the company and the public.

#### 2.2 Media

Media is defined as "one of the means or channels of general communication in society, as newspapers, radio, television etc. One of the media is Social Media, Based on (Novia,2013) . Basically social media is the latest development of new internet-based web technologies. The beginning of human communication through designed channels,not [vocalization](#) or gestures, dates back to ancient [cave paintings](#), drawn [maps](#), and [writing](#).

In the last century, a revolution in [telecommunications](#) has greatly altered communication by providing new media for long distance communication. The [first transatlantic two-way radio broadcast](#) occurred in 1906 and led to common communication via analog and digital media:

- [Analog](#) telecommunications include some [radio](#) systems, historical [telephony](#) systems, and historical [television](#) broadcasts.
- [Digital telecommunications](#) allow for [computer-mediated communication](#), [telegraphy](#), and [computer networks](#).

The difference between analog and digital photography is that digital photography is easier to edit and have a lot of choices after taking photos, but analog photography is more simple and you have to accept the photo if you don't like it. In digital photography you can edit the photo even before taking it, unlike analog which had limited amount of time.

Modern communication media now allow for intense long-distance exchanges between larger numbers of people ([many-to-many](#) communication via [e-mail](#), [Internet forums](#), and [teleportation](#)). On the other hand, many traditional [broadcast](#) media and mass media favor [one-to-many](#) communication (television, [cinema](#), radio, [newspaper](#), [magazines](#), and also [social media](#)).

## 2.3 Design

According to Evans and Thomas (as cited in Nisa, 2016), design is a visual language that is built on fundamental principles and elements to create order and visual interest. Meanwhile, based on Karmila (2010), 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 design. Design is the creation of a [plan](#) or [convention](#) for the construction of an object, system or measurable human interaction (as in [architectural blueprints](#), [engineering drawings](#), [business processes](#), [circuit diagrams](#), and [sewing patterns](#)). Design has different [connotations](#) in different fields (see [design disciplines](#) below). In some cases, the direct construction of an object (as in [pottery](#), [engineering](#), [management](#), [coding](#), and [graphic design](#)) is also considered to use design thinking.

Designing often necessitates considering the [aesthetic](#), [functional](#), economic, and sociopolitical dimensions of both the design object and design process. It may involve considerable [research](#), [thought](#), [modeling](#), interactive [adjustment](#), and re-design. Meanwhile, diverse kinds of objects may be designed, including [clothing](#), [graphical user interfaces](#), products, [skyscrapers](#), [corporate identities](#), [business processes](#), and even methods or processes of designing.

Thus "design" may be a substantive referring to a categorical abstraction of a created thing or things (the design of something), or a verb for the process of creation as is made clear by grammatical context.

Another definition for design is "a roadmap or a strategic approach for someone to achieve a unique expectation. It defines the specifications, plans, parameters, costs, activities, processes and how and what to do within legal, political, social, environmental, safety and economic constraints in achieving that objective.

The person designing is called a [\*designer\*](#), which is also a term used for people who work professionally in one of the various design areas usually specifying which area is being dealt with (such as a textile designer, fashion designer, product designer, concept designer, web designer or interior designer). A designer's sequence of activities is called a design process while the scientific study of design is called [\*design science\*](#).

Another definition of design is planning to manufacture an object, system, component or structure. Thus the word "design" can be used as a noun or a verb. In a broader sense, design is an applied art and engineering that integrates with technology. While the definition of design is fairly broad, design has a myriad of specifications that professionals utilize in their fields.

## **2.4 Video Blogging (Vlog)**

Video blog or vlogging is a form of blogging activity using a video medium over the use of text or audio as a media source of devices such as camera phones, digital camera that can record video, or a cheap camera equipped with a microphone is an easy capital to perform video blog activity. According to (Annisa,2017) as the development of technology is now emerging video blog (vlog) where people can make the blog no longer with writing but using the video that is shared to channel youtube that can be watched by many people videos. can still be referred to as another form of internet television, Video blogs are also equipped with a description of text or images as well as for some video blogs, include other metadata. The video blog itself can be made in the form of recording a single image or recording that is cut into several sections. With the software available, ones can edit the videos they create and integrate them with audio, and incorporate multiple recordings into a single image, make it a recording of a compact video blog. The video blog also leverages the benefits of web syndication, it can distribute itself on the internet by using a syndication

format, either with RSS or Atom, for automatic playback and aggregation on mobile devices and Personal Computer.

## 2.5 Types of Vlog

According to (Mira,2006) Video Blogging is a form of blogging activity by using video medium over the use of text or audio as the main media source. Various devices such as camera phones, digital cameras that can record video equipped with a microphone is an easy capital to do video blogging activities. Video blogging can still be called as another form of internet television. Video blogging is usually there is also equipped with a description text or photographs, as well as for some video blogging, include other metadata. There are two types of vlog :

### 1. Personal vlogs

The personal vlog is an online video which records an individual to deliver information that they intend to introduce to people. The audience is not as varied as one's from corporation or organization.

### 2. Live broadcasting vlogs

YouTube announced a live broadcasting feature called [YouTube Live](#) in 2008. This feature was also established by other social platforms such as [Instagram](#) and [Facebook](#).

## 2.6 How to Make a Vlog

According to (Siti,2017), The person who plays or creates the vlog is called the Vlogger. While the activities or activities undertaken by the vlogger in making vlogs is called vlogging. Here are how to make the vlog :

- Method 1 : Making a Plan
- Method 2 : Creating Vlog, think about how much time is allocated to the youtube channel.
- Method 3 : Choosing the main focus with the theme in vlogging to help the branding process and build the audiences well.
- Method 4 : Conducting Audience Research, Brainstorm the process and describe all the vlog audience criteria.
- Method 5 :Determining of Short-Term Goal
- Method 6 : Determining of Long-Term Goal
- Method 7 : Select a Suitable Channel Name
- Method 8 : Trying create highly qualified videos
- Method 9 : Test the Videography Technique, consult someone more experienced in the field of videography
- Method 10 : Ensuring Good Video and Content
- Method 11 : Set Up Audio and Lighting
- Method 12 : Video Editing
- Method 13 : Branding by requesting help to other more senior vloggers Accessing

- Method 14 :Creating a page in Social Media to buzzer the number of followers
- Method 14 : Creating Logo for Youtube Channel
- Method 16 : Building a Community

## 2.7 Types of tourism

Based on (Oka1996), In terms of economy, the classification of the type of tourism is considered important, because in that way we will be able to determine how much foreign exchange earned from a kind of tourism developed in a particular place or region. Until now the types and kinds of tourism that we know are:

### 2.5.1 Tourism based on tourist's motive

#### 1. Cultural tour

Conducting cultural tourism aims to add insight and view of one's life. In cultural tourism, especially abroad, we can see the way people live in the country, studying their customs, arts, and culture.

According to (Oka,1996) , Cultural tourism is a type of tourism whose purpose and purpose of travel is in order to enrich information and increase knowledge about other countries. Cultural tourism is also useful to introduce the culture of the country

itself to the international arena and vice versa (to give information / share info about the culture and customs of the country just visited to the country). In other words, exchanging art and culture as, music art, dance art, drama art.

## 2. Agricultural tour

Farm tourism is a tourist trip to the farm site, see the nursery in the fields, plantations usually done in the course of study or can also just walk around enjoying green plants and fresh air. Eyes will be refreshed with views of colorful fresh vegetables, peeping at various vegetables, and venturing on a cool plantation.

## 3. Hunting tour

This hunting tour can be done in a country that has forest areas that can be used as a hunting ground, surely not hunting haphazardly, Rather it follows the government's rules on the boundaries of hunting and what types of animals to be hunted. For Indonesia itself, the government has opened a hunting tour in East Java, precisely in Baluran. Animals that may be hunted are wild boar and bull. While abroad, hunting tours can be done in various regions of the African continent. Animals that may be hunted are giraffes, elephants, lions, and others. For India, animals that can be hunted are tigers and rhinoceros.

## 4. Pilgrimage tour

This type of tour is related to the history, customs, and beliefs held by the local community. mostly done by groups rather than individuals. The destiny is the shrine, eating the supposedly powerful or holy / tomb of the great man, the burial of the famous figures, the hills and the sacred mountain laden with legends, and so on.

Many associated with the intention of the tourists, for example want to ask for blessings and guidance from the divine and some even beg for wealth. For example are Muslims who visit holy land or the funeral of the guardians, a Catholic conducts a pilgrimage tour to the Vatican, Buddhists will travel to Nepal, Tibet, or India.

Indonesia itself also has many places visited by people who have a specific purpose as mentioned above, among others, visit Borobudur Temple, Gunung Kawi, Tomb of Wali Songo, Prambanan, Basakih Bali Temple, Soekarno's Tomb, and others.

#### 5. Nature reserve tour

Nature reserve tour also known as conservation tours is done by visiting a protected park, nature reserve, a region whose sustainability is protected by law. Mostly nature lovers who do this tour. For those who like to take pictures, it is suitable to do this kind of tour.

There are many plants and animals that are unique and beautiful, can be used as a photo object. The atmosphere of the environment is fresh, beautiful, very supportive to do relaxation. so the mind is more fresh and relaxed. Sanctuary attractions such as nature reserves on the island of Bali are Eka Karya Botanical Garden and Bali Barat National Park.

#### 6. Convention tour

This convention tour is closely related to politics. Examples are building of deliberations, trials, and meetings conducted nationally or internationally. For example the international congress center in Berlin, Senayan Building in Jakarta, the Philippine International Convention Center in Philippines.

### 2.5.2 Tourism based on intended location

#### 1. Historical tour

Conducting the historical tour by visiting various relics and historical sites. For those who like archeology and information relating to history / past, come for a historical tour to the temple, museum, fort, or see the inscription.

#### 2. Natural tourism

Type of tour that is done with the object of natural beauty around. Our eyes will be spoiled with amazing and very beautiful natural conditions. Nature tourism we can do included climbing, camping.

### 3. Religious tourism

According to (Oka,1996), Religious Tourism is a type of tourism where the purpose of the trip is to see or witness religious ceremonies. Conducting religious tourism by visiting special places of religious, tombs, places of worship. The aim is to get closer to God. Such as doing a tour to the Istiqlal Mosque, Jakarta, for Muslims, or the Cathedral Church for Catholic Christians.

### 4. Educational tour

Educational tour is also called the educational tour and mostly done by children and school. The purpose of the educational tour is as a means of supporting the lessons that have been given in school. Educational tour is expected to make children more easily understand the subject matter.

## **2.6 Description of Al-Qur'an Al-Akbar**

Al-Quran Al-Akbar is the world's largest al quran, Based on Mr. Idris Palupi as an expert and guidance of Al-Qur'an Al-Akbar "There are 30 juz verses of the holy al quran that successfully carved / carved Palembang typical in wood sheets ." The Qur'an's size 1.7 meters long and 1.3 meters wide of each sheet, equipped with tajwid and prayer khataman for beginners. Al-Quran is made of approximately 40 cubic timber tembesu with carving typical of South Sumatra. Built five stories and we can go up to the top. The front picture shows the composition of the Al-Qur'an sheet of 15 Juz, 15 Juz the rest will be arranged again and the place is still in process. Based on (Murni,2017), Al Qur'an Al Akbar / giant qur'an with a special carving Palembang is made by Kiagus Syofwatillah Mohzaib on 10 Ramadhan 1422 H / 2002 AD because he has just completed the installation of calligraphy door and ornament of Sultan Mahmud Badaruddin II Mosque Palembang. From there it is thought to make the Mushaf Al-Qur'an with ornaments and carvings typical of Palembang. One night during Ramadan, it was reflected in his mind to make a gigantic Qur'an made of wood and became the world's largest manuscript.

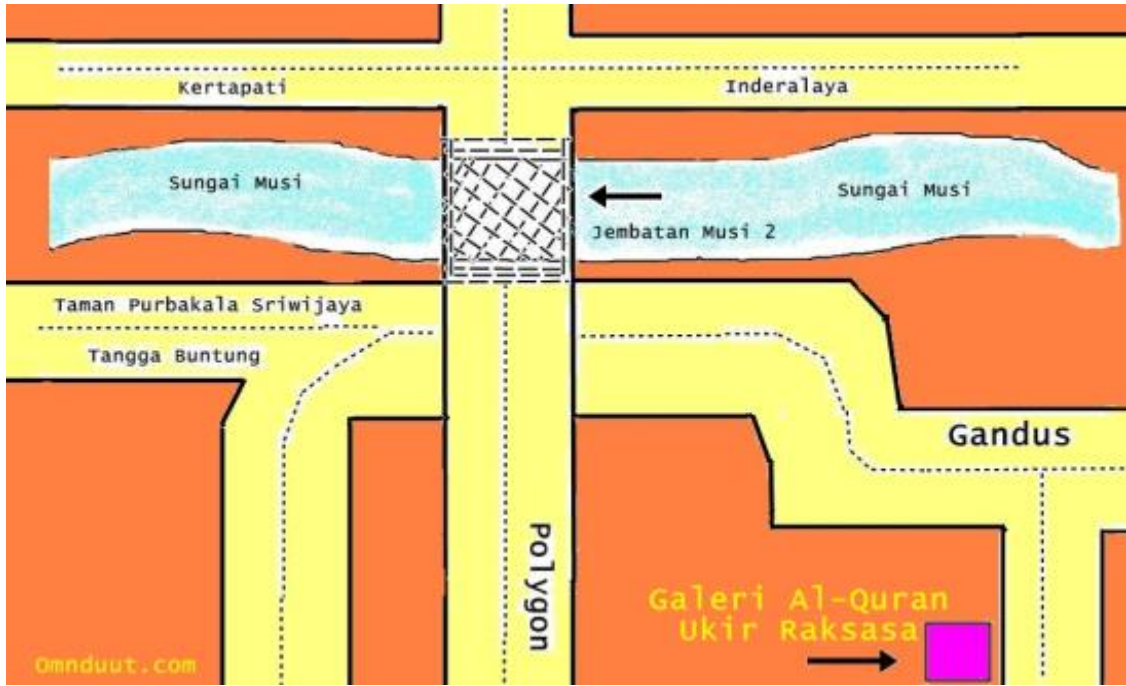


Al Quran Al Akbar began to work since 2002 and only completed in the year 2008. At the end of 2011, the Quran is considered feasible to be published on Monday, January 30, 2012, President Susilo Bambang Yudhoyono along with the delegation of the parliamentary conference of the Organization of the Islamic Conference (OIC) inaugurated the use of the Qur'an which is called the greatest Quran printed in over wooden sheet of tembesu.



**Picture 2.1 : Al-Qur'an Al-Akbar (Jl. M Amin Fauzi, Soak Bujang | Pondok Pesantren IGM Al Ihsaniyah, Kecamatan Gandus, Palembang, Indonesia)**

Bait Al-Quran Al-Akbar is precisely located in Pesantren Al-Ikhsaniyah led by Ustad as well as politician senayan Syofwatillah Mohzaib who is one of the people who initiated the construction of this gigantic carved Quran. If you are already in the Gandus area, this pesantren is quite easy to find because the road signs are available right at the crossroads to the pesantren. Here is the map/direction to go to Al-Qur'an Al-Akbar :



Picture 2.2 : Map / Direction to Al-Qur'an Al-Akbar