

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer discusses about design, culinary, promotion, kinds of promotion, purpose of promotion, video and video blog.

2.1 Design

Design is a process that can be said to be of a lifetime with human existence on earth. This is often not realized. As a result, some of us think that new designs are known since modern era and it is a part of modern life.

The word "design" is commonly used as either a noun or a verb. As a noun, "design" generally refers to some object or other entity. As a verb it is usually used to refer to a process, or series of activities. For the purpose of this definition the word "design" will be used solely as a verb, thus drawing attention to the fact that design is a process (Miller, 2004).

There are three steps in making a video. They are pre-production, production, and post-production. Pre-productions is the part of the process during all of the necessary decisions making that cover writing, technology basics, planning scheduling, story boarding set, design and tools to use. Production is one of the stages in making a video. The things that have been planned in the previous process will be carried out at this stage. Post-production is the final steps to finalize the project take place, colour corrections, editing, sound design, special effects, etc (Stone & Wahlin, 2018).

2.2 Culinary

Culinary is something that cannot be separated in the order of human life, all humans need food and drink for their daily activities. Starting from simple food to high-class and luxurious food. Culinary is also called the art of cuisine.

The basic theories of cooking skills include management, selection of ingredients before processing, storage of materials, arrangements of menu, food processing, food appearance, and regulation of labor (Soenardi, 2013).

Culinary tourism is part of the type of tourism that exists, because it is not complete if tourists who come do not try kinds of food in the area. Although culinary tourism is often considered a complementary tourism product. Potential culinary tourism is developed because tourists who come are usually interested in trying out the specialty of the region (Bersa, 2010).

2.3 Promotion

Promotion is a creativity to communicate product excellence as well as persuade customers target to buy (Kotler, 2004). Other people state that promotion is a way of communicating goods and services offered to consumers (Suryana, 2008). Based on the definitions above, the writer can conclude that promotion is a way to communicate product excellence as well as persuade customers to buy and to make the product become more interesting.

2.3.1 Kinds of Promotion

Promoting has some forms, namely Advertising, Public Relation, Sales Promoting, Personal Selling, and Direct Marketing (Wahab, 2005) they are as follows;

1. Advertising

Advertising cannot be separated from the idea because to make advertising requires a good idea and creative, and it could be printed advertising, billboards or posters.

2. Public Relation

Promoting activities addressed to the public communicate a positive image of a product or company to promote good will. The form can be done with to sponsor the event or specific activities.

3. Sales Promoting

Various short-term incentives to encourage the desire to try or buy a product or service. The shape is the case, the distribution of voucher, and the distribution of product samples.

4. Personal Selling

Face to face indirect communication between one or more prospective buyers where they provide immediate feedback to the source message in the form of presentation.

5. Direct Marketing

The design of marketing that uses one or more media ads for obtaining a measured response form can be sending catalogs, telephone mail, and facsimile.

2.3.2 Purposes of Promotion

Classify promotional purposes namely Growing tourist perception of a need, introducing and providing an understanding of a product to the customer, encouraging the selection of a product, compensating for the weaknesses of the other marketing mix elements, embedding the image of the product and the company (Kotler & Armstrong, 2004).

From the theory above, the writer think that it is important to do promotion because it can persuade customers to buy a product and can increase the number of tourists, and also persuade them to come to the Palembang.

2.4 Video

Video is something that is watched that had beginning, an end, and tells a story (Haskin, 2013). Other people state that video is referred to a visual information, which includes both a single frame and frame sequences, in practice it is often used to mean sequences exclusively (Shi, 1999).

So, from the theories about video above, the writer think that video is a good way to promote culinary place in Palembang because promotion by using videos is more interesting and eye-catching than photograph or text

because it combines images, sounds, and also effects. In addition to more attractive, using the video as promotion media is very flexible.

2.5 Video Blog

Video Blog or vlogs are typically amateur produces content on a recurring basis and published to the web (Gibbon & Liu, 2008). Other people state that often with text commentary and these also fall into this category.

The word “Vlog” is a combination from the words “Video” and “Blog”. It is short clip containing the thoughts and opinions of the creator or vlogger filmed by themselves and posted online. Vlog are more extensive than individual instructional videos of the type that might be posted on YouTube (Stone & Wahlin, 2018).

There are four components that make a good video blog such as Good Lighting, Top Quality Audio, Steady Camera, and Shot Structure (Rossiter, 2008) they are as follows:

1. Good Lighting

Good lighting (as opposed to merely adequate lighting) needs to bathe the subject in a flattering way, as shown. It is 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 a steady shot as well. Steady shots will ease the editor when selecting the best shots. The result of video will look professional if the display does not shake or move too much. Therefore, using a tripod is highly recommended.

4. Shot Structure

A good video displays 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.

The few vlogging tips to start vlogging on YouTube that every vlogger should follow (Zenzen, 2018) :

1. Look into the lens while speaking

When you are making a film, 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.

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 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 slightly slower rate and with more emphasis. Listen to the difference and then practice your best speaking voice on camera.

5. Have fun and let your personality shine

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

6. Create a vlogging schedule and make it known

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

.It can be concluded that the vlog is usually systematic: it consists of name and address, brief history, the service, the product details, and show the details. Vlog also can be like story telling or experience sharing by visual. Vlog viewers can know the trend of the present, Vlog can gain new inspirations and also gain the interest to do the activity. People should create vlog, because they like to do so. Not because they desire to become a famous or rich person. At the end, writer concluded that promotion media has a very important role in making the potential tourist decides to go to culinary place. By watching a vlog as one of a kind videos on YouTube, tourist can know and get the information easily.