

CHAPTER II

LITERATURE REVIEW

In this chapter the writer will discuss the theories related to the focus of this study.

2.1 Tourism

Goeldner and Ritchie (2006) states that tourism is the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitors. In addition Andrews (2008), point out that tourism is the act of travel away from home, mostly for the purpose of recreation or leasure. People who like to travel are constantly looking for places to experience and learn as also for recreation and leisure. Moreover, Sinaga (2012) tourism activities is a planned trip that is undertaken individually or in groups from on place to another place with the purpose to get satisfaction and pleasure.

2.2The kinds of Tourism

Tourism is a dynamical activity that involves many people along with many sectors. Marpaung (2002) says that there are three kinds of tourism, as follows:

1. Typical Interest Tourism

This tourism is a kind of tourism newly developed in Indonesia. This tourism is especially for tourists who have special motivation. Thus, the tourists usually should be able to have expertise such as hunting, hiking, rafting, treatment goal, ecotourism, fishing, and others.

2. Socio - Cultural Tourism

Socio - cultural tourism can be utilized and developed as a tourist destination includes museums, historical heritage, traditional ceremonies, arts performances, and crafts.

3. Natural Tourism

Natural tourism is a kind of tourism where the visitors come for having the natural resource attraction both in its natural state and the cultivation

efforts from people. This tourism can be divided into four areas they are flora and fauna, the uniqueness and distinctiveness of ecosystems, natural phenomena such as craters, hot springs, waterfalls, and lakes, cultivation of natural resources such as plantations, livestock, and fisher.

2.3 Promotion

Promotion is an effort conducted to accommodate the tourism product with the tourist demand, so that the product become more interesting. Marpaung (2002). Moreover, Alma (2006), says that promotion is a kind of communication that provides explanations and convince potential consumers on goods and services with the goal to get attention, to educate, to remind and convince potential customers. Futhermore, Andi (2002), states that promotion media as 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 media of mouth to mouth. This media is very effective, but less efficient because the delivery speed is less measurable and predicted.

2.3.1 The Purposes of Promotion

We do activities of promotion must have a purpose to be achieved. The main purpose of promotion is rather the products we offer can be in demand by consumers. According to Tjiptono (2000), the purpose of the promotion are:

- a. to grow the customers' perception of a need (category need).
- b. to introduces and provides an understanding of a product to the consumer (brand awareness).
- c. to encourage the selection of a product (brand attitude).
- d. to persuade the customer to buy a product (brand puchase intention).
- e. to compensate for the weakness of the other elements of the marketing mix (puchase facilitation).
- f. to embed the image of the product and the company (positioning).

2.4 Video

The video transmits a signal to a screen and processes the order in which the screen captures should be shown. Videos usually have audio components that correspond with the pictures being shown on the screen. According to Sholechan

(2012), Video is a technology for capturing, recording, processing, transmitting and rearranging moving images. Usually use celluloid film, electronic signal, or digital media.

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 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 do not shake or move too much. Therefore, using 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.

In short, the writer can conclude that, video is one type of audio-visual media to convey information through images combined with audio that aligns and they look real. Besides, a video is a good media to promote a tourism object.

2.5 The Processes of Editing Video

In the editing process, it is not just a matter of combination pictures. There are lots of variables to know in the editing process. According to Multimedia club (2015) there are the terms of editing video which must be known by an editor as follows :

1. Motivation

In movies, pictures such as city streets, mountains, sea, clouds, etc. are often shown before the main image (subject / object). The purpose of the drawings is taken as a guide and explanation of the next picture. In addition to images, motivation can also be raised in the form of audio, for example: telephone voice, water, door knock, footsteps, and so on. Motivation can also be a mix of images and audio.

2. Information

Understanding information on editing actually refers to the meaning of an image. The images selected by an editor must provide a purpose or inform something.

3. Composition

One important aspect for editors is the understanding of good image compositions. Good here means meeting standards agreed upon or in accordance with Cameraworks.

4. Continuity

Continuity is a state in which there is continuity between the first picture and the previous image. While the function of continuity is to avoid the jumping (scene that feels jumping), be it on the picture or audio.

5. Tittling

All the letters needed to add image information. For example: the main title, the name of the cast, and the creative team.

6. Sound

Sound in editing is divided according to its function, as follows:

- Original Sound

All original audio / sound of subject / object taken along with shooting / visual.

- Atmosphere

All background sounds / backgrounds around the subject / object.

- Sound Effect

All sound produced / added when editing, can be from the original sound or the atmosphere.

- Music Illustration

All kinds of sounds, either acoustically or electrically generated to illustrate / impress the emotion / mood of the audience.

2.6 The Elements of a Successful Video

According to Mia Major (2015) here are three crucial elements to creating a successful marketing videos follows:

1. Interviews that Tell a Story

Your video's narration should be told by multiple individuals that can provide different angles of the story. Before interviews, think about what you would like your interviewees to say, and ask the kinds of questions that would elicit the kind of answers your looking for. For example, if you would like to have a section of your video that covers "the travel experience," ask interviewees "what was the best part about the trip that ever done?" and "can you describe a moment in your experience that changed your live?".

2. Good Music Choices

Effective marketing videos are supported by music that matches the pace and mood of the video. Music is something that cannot be overlooked or forgotten, because of the energy and emotion it adds to the video and emotion is key. For example, when you're showing clips of athletic games, use upbeat music.

3. Quick, Engaging Visuals

One major mistake most marketers can make is by keeping a clip playing in a video for too long. Quick, engaging visuals keep the viewer interested

because they are seeing something new every few seconds. A general rule of thumb is that each video clip you have should not last more than five seconds unless it's showing something extremely valuable, or you cannot really understand what's happening unless something is shown for longer.

2.7 The Rules in making subtitle.

In delivering the information with two languages, the video needs subtitle. According to Emission (2011) The followings are the good criteria of subtitle:

1. Make sure the script resolutions match the video resolution.
2. Use bright colors, especially white as the main color. Use dark colors for the outline.
3. If you want to use the shadows, make it smaller and very dark; may be made more transparent. Shadows should not be bright and bright, nor too large.
4. Use the appropriate font size. For 480p video, typically use 30-40pt, for 720p video, about 50-60pt, depending on font type and desire.
5. Make sure to use a thick font (not bold). A good font selected like a sans serif or a slabserif font, may be thick. For the border should not be thicker than the font. Unnecessary fonts include Comic Sans, ITC Criteria, as used by Chihiro for Rosario + Vampire, as well as all kinds of decorative fonts, etc.
6. A good subtitle is only 2 lines long, if the text is too long for a new timing or lower the font.
7. Have a style instinct.

2.8 Narrator or Voice Over

Ayawaila (2017) says the main key that is required from a narrator is the flexibility in adapting to the tempo and storyline rhythm and also theme in general. The followings are several criteria for a narrator given by Ayawaila (2017).

1. Having a dramatic sensitivity and timing (based on the tempo and rhythm of speech).

2. Able to master and animate the meaning and the purpose of every words and sentences when processing the speech.
3. Able to give action and reaction to visual elements.
4. Able to use the sense in applying dramatic elements to the speech, in accordance with the understanding of the content and theme of the video, so there is harmonization and mutual support between the narrative and the visual sequence.
5. Able to understand quickly and precisely when the narrative serves as a supporter, and when as a main information, especially if the visual ability is rather weak in providing information to the audience .

Moreover, Nugroho (2014) in his book *Teknik Dasar Videografi* states several things that need to be considered in recording process as follows.

1. The records should be free from noise and unnecessary sounds.
2. The words or sentences must be spoken clearly and undestandable to listeners.
3. Setting the mic into the right position.
4. Sound effect and music illustrations are choosen then entry and discharge according to conditions and fixed time.