

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

According to Koen Meyers (2009), Tourism is a travel activity carried out by all the time from the original place of residence to the destination area with the excuse not to settle or earn a living but only to fulfill curiosity, spend leisure time or holidays and other purposes.

Based on the definitions according to the expert above, it can be concluded that tourism are the activities some people for going to some place.

The type of tour has much to do with the activities in the water such as in lakes, rivers, beaches, bays or open seas such as fishing, sailing, diving, and surfing.

2.2 Promotion

According to Kenton (2019), promotion refer to activities between buyer and seller, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product or use the service. It also helps to improve the public image of a company. While Ward(2019), stated promotion is communicating with the public in an attempt to influence them toward buying your products or services.

In brief promotion is way to communicate the product to people, the idea is to make people aware and induce to buy the product or use the service. Promotion serves an important role in keeping people informed about the events, destinations and innovations around the globe. Without promotion, it is impossible to successfully bring a new product to the world.

2.3 Media of Promotion

Promotion uses every possible media to get the message through. Generally there are two kinds of media promotion than can be used in doing the promotion, namely printed media and electronic media.

According to Lad (2018), printed media is a form of advertising that uses physically printed media, it uses ink printing on paper to show us images and text to disseminate information to the general public through newspaper, magazine, flyers and booklet. Booklet gives an opportunity to the writers to spread their knowledge about a particular subject to the whole world. It includes literature, history, abstracts and many more.

While Xie (2015) said electronic media as one that can be shared on any electronic device for the audience viewing. There is a wide range of electronic media that broadcast a variety of different things like television, radio and internet

To sum up, there are four kinds of printed advertisement, they are newspaper, magazine, flyers and booklet. While for the electronic media, there are television, radio and internet.

2.4 Booklet

Booklet is part of media promotion, it is a small bound book that has a paper cover and a limited number of pages that giving information about something. According to Bear (2019), booklet come in many sizes and shapes but are generally smaller than books at approximately 4 to 48 pages, with soft covers and simple saddle-stitched binding.

Booklet can be used as a small story books, instructional manuals, recipe book and also for media to promote a destination. According to Jud (2016), in using booklet as a media promotion may bring several advantages, they are targeted media, cost effectiveness, visibility and safety. The first is targeted media, with print advertising you can target readers based on their common interest, profession, region, or a variety of other factor and reach people who are already invested in learning about your subject. The second advantages is visibility, when using printed media as the media promotion, thereare less advertisement vying for a reader's attention. This means your advertisement will have more impact sice it may not have to compete with many other advertisement in electronic media.

2.6 Characteristic of a Good Booklet

Marketing through a booklet is effective in many ways such as when it comes to networking they can be handed out after talking to distribute and you can specifically target your ideal market. And with a paperless a good booklet can bring your idea to the world. According to Slaughter (2017), booklet play a vital part of getting your story out, a good booklet should have those five characteristics. They are:

a. Introduce

Chances are your reader has never heard of you, or your company, or your products or services, or how any of this stands out from your competitors. A well-written booklet can address these issues. When your reader finishes with your booklet, he will know what you're all about.

b. Inform

Booklet serves the reader information. Same purpose A well-written booklet can help your reader solve the problem. It is something people can touch, keep, and passes on to others; it allows potential customers connect with the information they have received via the booklet instead of forgetting it amongst the wide-web.

c. Persuade

Like a sales pitch, brochures have a call to action say what you want the reader to do. Perhaps you want the reader to complete and return the form for a free booklet or report. Perhaps you want the reader to attend your seminar, visit your web site, try your product or service, or visit your store.

d. Good appearance

Just like the saying first impression count, the appearance of booklet is important, if you hand an unattractive booklet to a potential customer they will automatically get an idea of your business, and they may think you do not put an effort in. if they are handed a glossy technique color marvel, they'll associate your brand with quality.

e. Consistent

Booklet presuming you have a set of them must be consistent in tone and basic message. Booklet plays a part of your overall communications strategy. Regardless of how you are reaching out to your readers, it's important that the tone and content of your message are consistent.