

CHAPTER II

LITERATURE REVIEW

2.1 Tote bag

2.1.1 Definition of tote bag

A tote bag is a modern version of the classic briefcase. A casual business bag that has high fashion value. But in this modern era, tote bags are widely used by hipsters. The model is very simple and made of calico. According to Macmillan dictionary (2017), a tote bag is a bag containing a selection of desirable products, especially one given away as a promotional offer.

2.1.2 Types o Tote bags

According to Astuti (2016), there are 5 types of tote bags based on the function.

a. Promotional tote bag.

Promotional tote bag used as a means for supporting the promotional activities of a product or business.

b. Tote bag event.

Tote bag event used in certain events such as seminars, meetings, weddings and birthdays.

c. Tote bag campaign.

This tote bag used to attract the attention of people to see or read written material or images contained in the tote bag. The more people use, the wider the influence of the idea or slogan.

d. Custom tote bag.

This custom tote bag used to carry daily necessities. It has a very flexible function, it is not limited to carrying certain items. The size varies greatly according to the amount and number of items we will carry.

e. Tote bag shopping.

This tote bag used to carry groceries that we usually buy from stores. It would be great if people had brought shopping bags from home when shopping. This will save expenses and reduce the use of plastic bags from the shop where you shop.

2.2 Tourism

2.2.1 Definition of Tourism

Tourism is a journey from one place to another, temporary, carried out by individuals or groups, as an effort to find balance or harmony and happiness with the environment in social, cultural, natural and scientific dimensions (Spillane in Wahid (2015)). In addition, Hornby (2001:8) defined tourism is a journey in which short stays are made at a number of places, and the traveler finally returns to his or her own place. Furthermore, Yoeti in Anindita (2015), Tourism is a human activity that is carried out consciously that receives service alternately between people in a country itself or abroad, including the temporary occupation of people from other regions seeking diverse satisfaction. Moreover, Richardson and Fluker (2004) Tourism comprises the activities or persons, traveling to and staying in place outside Reviews their usual environment for not more than one consecutive year for leisure, and other business purposes. In accordance with the third experts above, the writer concluded that tourism is something that is performed to find pleasure, not for work and its temporary.

2.2.2 Kinds of Tourism

A person or group of people who usually travel just for refreshing. On the other hand, there are those who travel with activities in the form of business affairs to a certain area. Therefore, there are several types of tourism that are based on the goals of people who travel.

According to Spillane (1982:29-31), there are 6 kinds of tourism based on the motive of travel destination. They are pleasure tourism, recreational tourism, cultural tourism, sports tourism, business tourism, and convention tourism. The definitions are, as follows:

1. Pleasure tourism

Pleasure tourism is for people to the holiday, get some fresh air, fulfill the curiosity, relax the muscles, look at something new, enjoy the beautiful scenery, and get information about the folk tale and quietness.

2. Recreational tourism

Recreational tourism is using for relaxing minds, recovering the physical and spiritual fitness, refreshing the fatigue and exhaustion. This type of tourism can be done at the destination like the foreshore, mountain, health center or resort. Tourism has recognized that many visitors specifically attracted by recreational offerings. In support of recreational activities, the government has taken an important role in creation, maintenance, and organization and whole industries have developed merchandise or service.

3. Cultural tourism

This type is signed by a set of motivation, such as studying at the research center, learning the mores, foundation, and the different way of life of the society, visiting the historical monument, the artifacts of the past, culture and religion center music festival, theater, folk dance, etc.

4. Sports tourism

This tourism is divided into two as follows:

a. The big sports event is the biggest sports event like Olympiade Games, World Ski Championship, Boxing Championship, and other events to attract visitors or fans.

b. Sporting tourism of the Practitioners is sports tourism for people who wants to learn and practice by themselves like climbing the mountain, riding horses, hunting, fishing, etc.

5. Business tourism

According to the experts, this tourism is a kind of professional travel or travel because it is related to the job or position of someone who cannot change to choose the purpose or the time.

6. Convention tourism

This tourism is the most chosen by the countries because when a convention or a meeting is held, so the visitors will come more than before to stay along in that country. The most visitable country will build the supporting building for convention tourism.

Based on several types of tourism can develop in the future, along with changing interests and wishes of visitors or tourists.

2.2.3 Definition of Tourism Object

Tourist objects and attractions according to Law of tourism number 10 (2009) states that:

“Everything that has uniqueness, beauty, and value in the form of the diversity of natural resources, culture and results man-made targets or objectives of the visit tourists and subsequent regional tourist destinations called a tourism destination”.

The recommended tourism object has a uniqueness, beauty, and value that contains a diversity of natural wealth, culture, and man-made

results that are the destination or destination of tourist visits (Ridwan, 2012: 5). Tourist attractions or tourist attractions are places of recreation or tourist attractions. Tourism objects can be in the form of natural attractions such as mountains, lakes, rivers, beaches, the sea, or building objects such as museums, fortifications, historical heritage sites, etc. (Pendit in Any safari, 2016). The writer can conclude that a tourism object is a natural object or artificial object that has an attraction as a place of recreation or a place to travel.

2.3 Promotion

2.3.1 Definition of Promotion

According to Manap (2016) said that promotion is one of the priority components of marketing activities offered to consumers. Meanwhile, Daryanto (2013) stated that promotion is a flow of information or persuasion one direction that can help an organization or someone to create transactions between buyers and sellers. Kotler Armstrong (2013: 76) defines the promotion as "Promotion means activities that communicate the merits of the product and persuade target customers to buy it". Furthermore, Belch Belch (2009: 18) defines promotion as "Promotion has been defined as the coordination of all seller initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea."

It can be summarized that promotion is an activity to introduce products so that consumers know and make them interest in the products.

2.3.2 Purpose of Promotion

Promotions are made as good as possible to attract and reach people through various media, this activity aims to enable sellers or distributors to communicate with consumers. The purpose of promotion according to Manap (2016) is to provide information, attract attention and then influence members to increase sales.

According to Ari, Jusup, and Efendi (2015), the promotional goals are

Generally as follows:

1. Inform

An informative promotion seeks to change existing needs into desires or stimulate interest in a new product.

2. Persuade

Promotional activities that are persuading consumers to buy certain brand products, rather than buying competing brands. At that time, the promotional news emphasized real superiority or what was perceived about the product. This is done well by meeting the emotional needs of consumers such as love of products, self-esteem, and satisfaction of his ego.

3. Reminding

This reminiscent of promotional activities are carried out to maintain the product brand in the heart of the community and maintain buyers who will make purchase transactions continuously.

2.3.3 Promotion Mix

Promotion mix is a tool used to introduce a product, both goods, and services, to influence consumers to be interested and want to buy products offered by the company.

In general, these promotional tools have a close relationship, so that they cannot be separated, because they are mutually supportive and complementary.

According to Kotler Armstrong (2012: 432) promotion mix is "Promotion mix-also called its marketing communication mix- consists of a specific blend of advertising, public relations, personal selling, sales promotion, and direct marketing tools that the company uses to persuasively communicate customer value and build customer relationship."

Then, according to Kotler Keller (2013: 498) marketing communication is defined, as "Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers-direct or indirectly-about the products and brands they sell."

From the definitions above, the author can conclude that the marketing communication mix or promotion mix is a combination of a different variable of elements to communicate with their target markets about the company's product and also to develop customer relationships. Every element of the promotion mix plays a distinctive role, these 5 major promotion mixes are defined as follows:

1. Advertising

Advertising is a non-personal interaction and a paid form of promotion of ideas by an identified sponsor such as print media, internet, and broadcast.

2. Sales promotion

It is used for short-term motives aim in a company to aim the target customers to purchase, trial or service such as consumer promotion like coupons, discounts, and demonstration.

3. Personal selling

Personal selling is presented by the firm's sales force, a face-to-face interaction with prospective customers to aim to increase sales and develop customer relationships. Such as sales presentation, answering questions and taking orders.

4. Public relations

Public relations is also known as publicity, it is to build a good reputation image, able to handle and manage off any negative news. Such as press release, special events, and sponsorship.

5. Direct marketing

Direct marketing is using devices that directly communicate with customers for their direct response, dialogue from particular customers and prospects or enrich lasting customer relationships. Such as telephone marketing, and catalogs.

Based on the description, the promotion mix element is used as an indicator of promotion in this study including; advertising and sales promotion.

