

CHAPTER 2

LITERATURE REVIEW

2.1 Tourism Destination

There are some definitions of tourism from several experts to support the opinion of the writer. The definition of tourism based on UU No. 9 tahun 1990 is an activity to visit some places in short time with purpose to enjoy the tourism object. More over, Spillane (1982, p..20) says that tourism is an activity to visit some places with purpose to get the sport or rest, to finish the duty, etc. While Mathieson and Wall (1982) says that tourism as the temporary movement of people to destination outside their normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to cater to their needs.

According to Spillane (1982. p.29-31) there are 6 kinds of tourism based on the motive of travel destination.

1. Pleasure tourism

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

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 government has taken an important role in a 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 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. Big sports event is the biggest sport events like Olympiade Games, World Ski Championship, Boxing Championship and other events to attract the visitors or fans.
- b. Sporting tourism of the Practitioners is sport tourism for people who wants to learn and practice by themselves like climbing the mountain, riding the horses, hunting, fishing, etc.

5. Business tourism

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

6. Convention tourism

This tourism is the most choosen 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.

Tourism destination are “the fundamental units of analysis in tourism” (WTO, 2002). Burkart and Medlik (1974, p.46) say that tourism destination is a geographical unit visited by tourist being a self contained centre. Other definition of tourism destination is those by Framke (2001, p.5) which states that tourism destination is a geographical area, which contains landscape and cultural characteristics and which is in the position to offer a tourism product, which means a broad wave of facilities in transport - accommodation - food and at least one of outstanding activity or experience.

2.2 Promotion Media

Andi (2002) defines promotion media as a tool to communicate a product, service, image, company or the other to be better known by the wider community. Moreover, Andi (2002) says that promotion media can be classified into two categories as follows.

1. Printed

The print media is static and prioritizes the impressions generated by visual message of the printing process; essentially using the raw material of paper. It can be shaped as documents on all matters concerning the recording of events that have been altered and arranged in words, images and photographs to attract the attention of the public. Some forms of advertising media that are included in the print media ads are brochures, flyers, magazines, and others.

2. Electronic

Electronic media advertising is an advertising medium that process works based on the principle of electronic and electromagnetic. It is able to reach a wider audience, but unfortunately the price of advertising can also be more expensive than the print media. Some examples of electronic media are picture, television advertising, radio advertising, online advertising, video and so on.

2.3 Video

Richards and Renandya (2002, p.364) state that a video is an extremely dense medium, one which incorporates a wide variety of visual elements and a great range of audio experiences in addition to spoken language. While Smaldino *et al* (2007) mention that video versions of the moving image are recorded on tape or discs, in the forms that vary in size, shape, speed, recording method, and playback mechanism.

In addition McFarland (2014) says that video is a powerful tool for promotion, He gives the following advantages.

1. Video has become so easy to be used that a person can simply use a smartphone, tablet or computer to record a video.
2. Video is an impeccable storytelling medium that allows the viewer to look and listen to the content, using multiple senses that have the ability to transport your mind from the environment you are in and place you inside the environment of the video.
3. Video is being watched online more and more every year including an 800% increase in online video consumption over the past six years, a 55% majority of video news viewers among Internet users and 2 billion video views per week are monetized on YouTube. Based on the definition above, the writer concludes that promotion is communication that is done by one person to another person in order to influence them, so they are attracted with the offer provided.

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 doesn't 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 shots 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 of 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.

Hazelton (2019) says that there are six components of product video. The components are as follows:

1. Concise and clear message. Video should engage the shopper, telling her why she needs the product. Every product has a purpose, and the video should explain it factually.
2. Attention grabbing opening. Because shoppers are impatient, first show the problems the products fixes. The first few seconds need to be relatable to consumers. Otherwise, you will lose them.
3. Discuss the pain point. Every product presumably solves at least one pain point. Good product videos discuss the problem and the solution.
4. Minimize dead air. “Dead air” can describe the lack of audio in videos. Many users will not watch a video with little or no sound. This is why so many professionally produced video contain background music. To minimize dead air, use appropriate background noise and sound effects.
5. Clear call to action. Because video will typically fill the screen of a smartphone, include a clear call to action on the video. This can be done by embedding specific instructions or tappable icons.
6. Compelling content. Depending on the target audience, all product videos should evoke emotion. Emotions are a driving force behind many purchases, so be sure to focus on what matters most to the customer base.

Furthermore, Major (2015) states that there are three crucial elements to create a successful video.

1. Interviews that tell a story. Your video’s narration should be told by multiple individuals that can provide different angles of the story, as well as candid, personal experiences.
2. Good music choices. 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.

3. Quick and Engaging Visuals. Quick and engaging visuals keep the viewer interested because they are seeing something new every few second. A general rule of thumb is that each video clip you should not last more than five seconds unless it is showing extremely valuable, or you cannot understand what is happening unless something is shown for longer.

2.4 Process of Making a Video

Ferzoco (2019). States that Whether you are producing a 30-second promo, a training series, or a 90-minute documentary, the stages of video production are probably the same. Therefore, the video production process is broken into three simple stages. They are pre-production, production, and post-production.

1. Pre-production

Pre-production begins the moment script development starts. It involves everything that happens before shooting begins: project kickoff, research, script writing, and story boarding, casting, hiring crews, scouting and locking locations, scheduling post-production, and more.

2. Production

Production is when all the planning during script development and pre-production comes together.

3. Post-production

This is when the production team digs into the recorded video and audio footage and assembles it in accordance with the script. Collectively, graphics, music, sound effects, visual effects, color correction, audio sweetening, and sound design pull together the final piece.