CHAPTER II
LITERATURE REVIEWS

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

2.1 Tourism

According to Wahab (1975, in Yoeti 1985, p.107), tourism is a human activity that is carried out consciously that gets service between people in a country itself or abroad to find the satisfaction that is diverse and different from their permanent job. Meanwhile, tourism is a trip from one place to another, temporary, carried out by individuals or groups, as an effort to find balance or liberty and happiness with the environment in the dimensions of social, cultural, natural and scientific (Kodyat, 1998). Furthermore, Krapt and Hunziker cited by Yoeti (1996, p.112) says that tourism is an activity that results from tourist travel and does not live permanently in their destination and does not earn income from their activities.

Spillane (1991, pp.28-31) gives six types of tourism as follows.

a. Pleasure tourism

This form of tourism is carried out by people who leave their homes for vacation, to find new fresh air, to fulfill their curiosity, to relax their nervous tension, to see something, to enjoy the beauty of nature, and so on.

b. Recreation tourism

This type of tourism is carried out by people who use their holiday days to rest to restore their physical and spiritual freshness, who want to refresh and fatigue.

c. Culture Tourism

This type is characterized by a series of motivations, such as the desire to study in teaching and research centers, to learn customs, the way of life of the people, and others.

d. Sports Tourism, divided into:

1) Big sports events, namely major sports events such as game Olympic, world boxing championships, and others.

2) Sporting tourism of the practitioners, namely sports tourism for those who want to practice and practice themselves, such as mountain climbing, rafting, hunting, and others.

b. Business Tourism

This type of tourism is like the tourism industry, but also includes all visits to exhibitions, visits to technical installations that even attract people outside the profession.

c. Convention Tourism

The role of this type of tourism is increasingly important. These forms of meetings and conferences are often attended by hundreds or even thousands of participants who usually live in several cities or host countries.

2.1 Promotion

Promotion is one of elements that is used to notify, persuade, and remain about the product (Rangkuti, 2009). Meanwhile, based on Kotler and Armstrong (2014, p.77), promotion is activities that inform superiority product and persuade costumers to buy the product. Moreover, Zimmerer (2002, in Studinew.co.id, 2017) says that promotion is all kinds of communication designed to inform the customer about product or service to influence to buy the product or service that include publicans, individual sells, and advertising.

The followings are purpose of promotion given by Adisaputro & Asri (2003):

1. **Informing**, provide complete information to prospective customers about the product offered.
2. **Persuading**, persuade prospective customers to buy the product.
3. **Reminding**, remind costumers about product or service.

There are kinds of promotion media. They are **printed media, internet media, and electronic media**. For **printed media** are brochure, leaflet, booklet, magazine, and banner, for **internet media** are Facebook, Instagram, and YouTube, and for **electronic media** are radio, television, and video.

2.1   Video

Video is a technology for capturing, recording, processing, transmitting and rearranging moving images that usually uses celluloid film, electronic signals, or digital media (Diyar, 2012).

There are three components of an effective video (Digital Brew, 2012)

1. Story

Without a solid story, a video would not be the effective content know it to be. Stories are what people share and allow messages not only to be understood but experienced. Beautiful lighting and color schemes are important but without a story to provide a basis, the video will simply be not effective.

2. Emotional Connection

By establishing an emotional connection, the audience is much more likely to take action. Emotion means feeling, and a strong feeling influences decision, logic and can even change mindsets. By establishing an emotional connection with the viewer in the videos, it can be building a loyal and targeted audience. Humans are inherently emotional and empathetic, and in order to take full advantage of this, the videos need to connect on more than a simply aesthetically pleasing level.

3. Clear and Concise

Make sure the message is clear and concise to help the viewers understand what is going on in the video quickly. The rises of the technology era have ensured that attention spans are shorter than ever. Figure out the message and quickly impart it.

Ciampa et al (2016) describe four component that make a good video

1. Good Lighting

Good light needs to bathe the subject in flattering way, as shown. It does not matter if using a sophisticated light kit or depending on the sun, as long as the final report looks good.

2. Top Quality Audiociam

Visual elements can easily be accepted when the sound is clear.

3. Steady Camera

Steady camera will produce a steady show 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.

1. Shot Structure

A good video display the object in different shot types and angels. The editor should strive for a nice selection of shot types and angels in order to keep the viewers engaged.

The editing process is one of the important elements in cinematography and cannot be separated from the world of broadcasting. Video editing is a process of selecting or editing images from the results of shooting by cutting the image to image (cut to cut) or by combining images by inserting a transition (Prayoga, 2017).

Prayoga (2017) gives ten process of editing as follows.

a. **Capturing**, this process starts from the process of starting analog to digital video

b. **Drafting**, is used to classify different types of files.

c. **Hard Cutting and Soft Cutting**, hard cutting is used to select which videos are suitable to be cut and used for general editing. While soft cutting is used for finer and special cutting clips.

d. **Linking**, is the process of connecting clip-by-clip, scene-by-scene, and sequence-by-sequence results the cutting of soft cutting.

e. **Superimposing**, in this process, the title, logo, or symbol is given to the video to provide clearer written information to the audience.

f. **Effects**, the selection of effects that are too excessive can slow down the editing performance process if the effect has not been rendered.

g. **Sound Illustrations**, the selection of back sounds must be adjusted to the atmosphere of the video clip to be edited, because as an editor it must arouse the mood of the audience.

h. **Dubbing**, the use of narration is used to clarify the intent of the video to be transferred to the audience.

a. **Final Touch**, in the final process the results of the project consist of several clips arranged neatly and without a single frame.

b. **Review,** by doing this review, it is expected that all entries, criticisms and suggestions than can improve and make perfect this video before it is broadcast to viewers.

Major (2015) describes three crucial elements to creating a successful video.

a) Interviews that Tell a Story

Your video's narration should be told by multiple individuals that can provide different angles of the story. Before interview, think about what you would like your interviewees to say, and ask the kinds of questions that would elicit the kind of answers you are looking for.

b) Good Music Choices

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

c) 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 should not last more than five seconds unless it is showing extremely valuable, or you cannot understand what's happening unless something is shown for longer.

Subtitling is a type of audiovisual translation that has its own rules and specifications. Thus, it is a translation that has restrictions and certain criteria which directly affect the final result.

There are four process of subtitling given by O'Donovan (2018):

a) Spotting

The process of defining the in and out times of individual subtitles so that they are synchronised with the audio, and adhere to the minimum and maximum duration times, taking the shot changes into consideration.

a) Translation

Translating from the source language, localizing and adapting it while accommodating the characters permitted according to the criteria.

b) Correction

Sentence structure, comprehension and overall flow of dialogue. The text must be a natural text, which flows with the same punctuation, spelling rules and language conventions. The subtitles must be split so that they the viewers can easily understand them. Above all, they must not distract the viewer. Some of the basic principle criteria are: punctuation, line breaks, hyphens, ellipsis and italics.

c) Simulation

After spotting, translation and correction, the film must be reviewed in a simulation session: a screening with the subtitles on the video screen just as they will appear on the final product. Modifications of text and timing can be made during the simulation.

In delivering the information in two languages, the video needs subtitle. Emission (2012) explain the good criteria of subtitle.

1. The script resolution should match with the video resolution.
2. Use bright colors, especially white as the main color and dark color as the outline.
3. When use the shadows, make it smaller and very dark or make more transparent.
4. Use the appropriate font size. Use 30-40pt for 480p, 50-60pt for 720p, depend on font type and desire.
5. Make sure to use a thick font not bold.
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.

Voice-over talent is responsible for recording the off-camera narration or dialogue that accompanies many video productions. The key requirements for successful voice-over talent are a good speaking voice and the ability to read a script with the appropriate tone, emotion, clarity, and enunciation (90second, 2017).

The followings are several things need to be considered in recording process (Nugroho, 2017).

a. The record should be free from noise and unnecessary sound
b. The words of sentences must be spoken clearly and understandable to listeners
c. Setting the mic into the right position
d. Sound effect and music illustrations are chosen then entry and discharge according to conditions and fixed time.