

CHAPTER II

LITERATURE REVIEW

2.1. Media Promotion

Media promotion is a tool to communicate a service/ image/ product of the company or another to be better known to the wider community. According to Kotler (2002: 41) states that promotion is a variety activities undertaken by company that show the feature their products to persuade the target of costumers to buy. Next, the definition of media according to Pujiriyanto (2005: 15) is a means to convey messages or information to the public by using various elements of graphic communication such as text or images or photographs. Each type of promotional media has its own characteristics depending on the purpose of using the media. Media has a role in conveying messages or information to the public. Media in advertising is divided into two, namely above the line and below the line. The explanation as follows:

a. Top Line Media (Above The Line)

Is a type of advertisement that is socialized using the mass media of visual communication, for example newspapers, magazines, tabloids, radio, television, cinema, internet and cellular telephones (Tinarbuko, 2009: 29-30).

b. Bottom Line Media (Below The Line)

Is an advertising activity that is socialized by not using mass media and electronics. Media used include printed advertisements: posters, brochures, leaflets, folders, flyers, catalogs, merchandising: mugs, umbrellas, t-shirts, hats, pins, wallets, bags, calendars, agenda books, ballpoint pens, key chains (Tinarbuko, 2009: 30).

There are different types of mass media that we are accustomed to in this day and age. Whether it's children, young people, or adults, we've all had our share of media-related exposure every day. Learn more about what the media comprises in our modern-day world. Mass media refers to communication devices, which can be used to communicate and interact with a large number of audiences in different languages. Be it the pictorial messages of the early ages, or the high-technology

media that are available today, one thing that we all agree upon, is that mass media are an inseparable part of our lives. Entertainment and media always go hand in hand, but in addition to entertainment, mass media also remains to be an effective means of communication, spreading information, advertising, marketing, and in general, of expressing and sharing views, opinions, and ideas.

There are several types of Mass Media :

1. Printed Media

Print media encompasses mass communication through printed material. It includes newspapers, magazines, booklets and brochures, house magazines, periodicals or newsletters, direct mailers, handbills or flyers, billboards, press releases, and books.

2. Electronic Media

Electronic media is the kind of media which requires the user to utilize an electric connection to access it. It is also known as 'Broadcast Media'. It includes television, radio, and new-age media like the Internet, computers, telephones, etc.

3. New Age Media

With the advent of the Internet, we are now enjoying the benefits of high technology mass media, which is not only faster than the old school mass media, but also has a widespread range. Mobile phones, computers, and the Internet are often referred to as the new-age media. The Internet has opened up several new opportunities for mass communication which include e-mail, websites, podcasts, e-forums, e-books, blogging, Internet TV and many others, which are booming today. The Internet has also started social networking sites which have redefined mass communication all together. Sites like Facebook, Twitter, and YouTube have made communication to the masses all the more entertaining, interesting, and easier!

Next, the definitions of promotion according to some experts. Promotion is an attempt to notify or offer a product or service to the target with the aim of attracting potential customers to buy or consume it. With the promotion,

producers or distributors expect an increase in sales figures. According to Alma (2006: 179), promotion is a type of communication that gives explanation and assures prospective consumers of goods and services with the aim of gaining attention, educating, reminding, and convincing potential customers. Additionally, Kotler and Armstrong (2012) states that promotion means activities that communicate the merits of the product and persuade target customers to buy it.

From the definitions according to the experts above, it can be concluded that, promotion is an action taken by a company by influencing consumers directly or indirectly to create an exchange in marketing.

The function of promotion proposed by Swastha (2000: 245-246)

1. Providing Information

Promotion can add value to an item by providing information to consumers. Promotions can provide information about the goods, prices, or other information that has benefits to consumers. Without information like that people are reluctant or will not know much about an item. Thus promotion is a tool for sellers and buyers to notify other parties of their needs and desires, so that their needs and desires can be influenced by holding satisfactory exchanges.

2. Persuading and influencing

Promotions in addition to being informational are also to persuade mainly potential buyers, by saying that a product is better than other products.

3. Creating Impressions (Image)

Promotion can give a distinctive impression for prospective consumers for the product being advertised, so that marketers create the best promotion for example for promotion of advertising (advertising) using colors, illustrations, shapes or attractive layouts.

4. Promoting the goals

Promotion can be used to achieve goals, namely to create profitable exchanges through communication, so that their desires can be fulfilled. In

this case communication can show ways to make mutually satisfactory exchanges.

Furthermore, there are several puposes contained in the promotion according to Asri (2003: 360)

1. Informing

Informing is to tell the complete information to prospective buyers about the goods offered, who the seller is, who made it, where to get it, the price and so on. The information used can be given through writing. Pictures, words and so on, which are adjusted to the circumstances.

2. Persuading

Persuading is to persuade potential consumers to buy goods or services offered. It should be stressed here that persuading does not mean forcing potential customers so that the decisions taken may be negative decisions.

3. Reminding

Reminding is to remind consumers about certain items, which are made and sold by certain companies, in certain places at certain prices. Consumers sometimes need to be reminded, because they don't want to bother to always look for what items are needed and where to get them.

2.2. Tourism

The definition of tourism in general according to item 3, Article 1 of the general provisions in the book Law No. 10 of 2009 on tourism are as follows: "Tourism is overall tourism-related activities and is multidimensional and multidisciplinary emerging as a form of the needs of each person and the state as well as the interaction between tourists and local communities, fellow tourists, government, local governments, and employers." (Suwantoro in Pertiwi, 2011-2).

According to Richard Sihite (2006: 46-47) Tourism is a journey carried out by people for a while, held from one place to another leaving its original place, with a plan and with the intention not to try or make a living in the place visited,

but solely to enjoy pertamsyaan and recreational activities or to fulfill diverse desires.

According to Kodhyat (1983: 4) 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 and the environment in social, cultural, natural and scientific dimensions.

In other words, a journey of a person does for a while held from one place to another by leaving the same place and with a planning or not the intention of making a living in the places he visited, but to enjoy sightseeing and leisure activities to meet diverse desires.

According to Yoeti (1996:120-124) in terms of the economy, giving the classification of the type of tourism that is considered important, because in that way we will be able to determine how much foreign exchange income received from a kind of tourism that is developed in a place. Kinds of tourism that known such as :

1. Based on location, there are :

a. Local Tourism

Local tourism is a place which has small space and is limited only in certain places.

b. Regional tourism

Regional tourism is activities of tourism business which is developed in a place area and has a bigger space than local tourism.

c. National Tourism

National tourism has a meaning which is the activities of tourism which is developed in a region of country. This meaning has synonym with “Domestic Tourism”, where the people do a journey in their country.

d. Regional-International Tourism

Regional-International Tourism is the activities of tourism which is developed in a limited international region, but passed by more than two countries in the region.

e. International Tourism

International Tourism is similar to with World Tourism Business. It means that tourism business which is developed in whole country in the world. It includes “Regional-International Tourism” and “National Tourism”.

2. Based on the payment, there are two kinds of tourism :

a. In Going Tourism

In Going Tourism is the activity of tourism business which is marked by the arrival of the foreign tourist to one state. It can take foreign exchange for state visited by tourist. It is supporting the position of balance of the state.

b. Out-Going Tourism

Out-Going Tourism is the activity of tourism which is marked by the influence of out-going foreign tourist to another country.

3. Based on reason or purpose of the tour, there are :

a. Business Tourism

Business Tourism is one kind of tourism in which the tourist comes to work, trade, convention, seminar and others.

b. Vocational Tourism

Vocational Tourism is a kind of tourism where people do the journey for vacation, recreation, or holiday.

c. Educational Tourism

Educational tourism is a kind of tourism where the people do or visitors do the journey for the purpose of study or learn something in field of education.

4. Based on the visit time :

a. Seasonal Tourism

Seasonal tourism is one kind of tourism which depends on the season, such as Summer or Winter.

b. Occasional Tourism

Occasional Tourism is one kind of tourism in which the tourist do journey connected with occasion or events.

5. Based on the object :

a. Cultural Tourism

It is a kind of tourism in which the motivation of people to do the journey is caused by the fascination of cultural art in that area.

b. Commercial Tourism

It is also called trade tourism because this journey is related to the national or international commercial activities like Expo, Fair, Exhibition, and the others.

c. Recuperational Tourism

It is called Health Tourism. The purpose of this journey is to cure a disease.

d. Sport Tourism

It is a journey where people aim at seeing or witnessing the sport fair in an area, such as Olympiad.

e. Political Tourism

It is a journey in which the aims of people who do this journey are to see or to witness an event or occurrence which is connected with the activity of a state.

f. Social Tourism

It is a kind of journey, representing one kind of tourism which do not emphasize to get advantage, like study tour.

g. Religion Tourism

It is a kind of tourism where the purpose of thus journey is to witness the religious activities.

2.3 Sport Tourism

The meaning of sport tourism depends on the dimension and presentation of sociological perspectives on sports and tourism. According to Hinch & Higham (2001), sports tourism is a tourism activity that provides exercise services, sports visits, or athletic events. Next, Hritz and Ross (2010) said that sports tourism is a journey from one place to another where a sport event is organized, which has become popular among sports-oriented tourists and generating local business benefits. In other words, sport tourism is a journey to another place where all tourism activities that relevant to sport is the main purpose of travel.

Furthermore, those who participate in sports tourism are divided into two groups (Gibson, Willming, and Holdnak, 2003).

1. Sport Excursionists means a person or group of people who have the object of competing or participating in sporting events by staying in less than 24 hours. The purpose is to visit or attend a sporting event.
2. Sport Tourists means a person or group of people who have the object of competing or participating in sporting events by staying at least 24 hours.

Next, sports activities include five categories (Kurtzman, 2005)

1. Sport Tourism Events: Olympic Games, Asian Games, SEA Games, European Football Championship And world championships. Every match will have a specific duration of the course.
2. Sport Tourism Attractions: include a museum of sports, amusement parks, bungee jumping, golf courses, skiing, sports clinics.
3. Sport Tourism Tours: Touring of adventure sports, travel to enhance the sport skills, tourism for outdoor sports.
4. Sport Tourism Resorts: Including golf resort, ski resort, fitness, spa resort, phishing resort.
5. Sport Tourism Cruises: Yachting charters, health and fitness cruises, cruises with celebrity athletes.

Sports tourism can be categorized into five categories.

1. Natural sport tourism is a journey to learn about the different cultures and to join sports activities together. It may be a travel need to provide opportunities for social interaction and opportunities for social interaction, such as cycling, marathon.
2. Man-made sports tourism is a journey to join sport athletic activities as for escape daily life stress and routine. It may occur when someone wants to escape from the repeatedly un-joyful life from the traffic-jam, stressed work or boring routine. These sport tourists may take a journey for a short period of time to visit a new place or just to make new friends while joining sport activities like golf, tennis or football as well.
3. Natural and man-made sports tourism is a journey to learn about the different cultures and escape from daily life at the same time. These sport tourists would like to explore the new culture and also make social connection with new friends while travel to join the authentic activities. The natural and man-made sports tourists would travel to natural place that occasionally set up for sport events such as marathon running in resort or mountain climbing.
4. Sport tourism event is the specific sport event that setting up to attract both the athletics and audiences. This type of sport tourism may cause the inspiration for the tourist to join the game and visit the tourist attractions at the same time. Most of sport event didn't pay for the athletics but will give the big prize for the winner such as Olympic game. Therefore, those players who join the game are going for challenging themselves and also travel during the journey.
5. Traditional sport is a sports activity that attracts tourists to visit or join national or local sports. Most tourists visit traditional sport for relaxation and enjoyment. For example, Muay Thai is a sport that attracts tourists to Thailand.