

CHAPTER II

LITERATURE REVIEW

2.1 Definition of Tourism

There are some definitions of tourism from several experts to support the opinion of the writer. The definition of tourism based on based on UU No. 9 tahun 1990 said “*Wisata adalah kegiatan perjalanan atau sebagian dari kegiatan tersebut yang dilakukan secara sukarela serta bersifat sementara untuk menikmati obyek dan daya tarik wisata*”. It means tourism is an activity to visit some places in short time with purpose to enjoy the tourism object.

There is also definition from Mathieson and Wall (1982) also says that created a good working definition of 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.

UU No. 10 tahun 2009 said “*Pariwisata adalah berbagai macam kegiatan wisata dan didukung berbagai fasilitas serta layanan yang disediakan oleh masyarakat, pengusaha, pemerintah, dan Pemerintah Daerah*” it means tourism is all kinds of tourism activities which is supported the facilities and the service of the government, society, entrepreneur and regional government.

Based on the definitions from several experts above the writer concludes that the purpose of tourism are to relax and entertain.

2.1.1 Kinds of Tourism

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 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.

2.2 Script

Hanifa (2013) said,

“sebuah naskah adalah ide dasar yang diperlukan dalam sebuah produksi program video. Kualitas sebuah naskah sangat menentukan hasil dari sebuah video. Sebuah naskah umumnya berisi gambaran atau deskripsi tentang pesan atau informasi yang disampaikan”.

It means a script as the basic idea that is required when making video. And the quality of a script is really important and crucial to the final outcome of video. A script generally contains explanation or descriptions of message or information. Therefore, the script is an important part of making videos. Wheres the script itself will explain and also provide the information contained in the video.

2.2.1 Stages of Script Writing

Based on Hanifa (2013) stages of script writing usually consists of some activities, they are:

1. Formulating idea

In Kamus Besar Bahasa Indonesia (KBBI) “ *Ide adalah desain yang diatur dalam pikiran*”. It means that idea is a design that is arranged in mind. As long as the idea has not been poured into a concept with real writing or images, then the idea is still in the mind. Ideas lead to the emergence of a concept that is the basis of all kinds of knowledge, both science and philosophy. The idea is an intellectual property such as copyright or patent.

As in formulating the idea of writing a script of a story that will be made into a video and television program can also be taken from the true story or non fiction and fiction. There are so many sources of ideas that can be inspired to write a video and television script. For example novels, real stories, and others.

2. Doing research

Research is necessary once you have found an idea that will be made into a program. Research in this context is an attempt to learn and collect information related to the script to be written. Sources of information may be books, newspapers or other publications and persons or resource persons who can provide accurate information about the content or substance to be written.

From the results of research, the author can find out how the structure of the narrative that will be compiled. The author also knows what images can be visualized, and the possibilities. If you have to use visual materials (footage), should be investigated in advance whether still worth using or not. Visual material that can be obtained, is an important factor or steering factor for the writing of documentary script. Often information is gathered from too much research, so the authors have difficulty in selecting which information is appropriate for the theme. The main thing that becomes the starting point of information selection is, the author can begin by

observing the main thing of the event, so as to describe the conflicts that he wants to disclose. Then after that the author can analyze it further, to concrete the accuracy of existing information, as well as what is still needed.

3. Writing Outline

Outline is the framework, stretch, strokes, global synopsis, summary of the whole story. Outline is a plan of writing by making outlines of an essay to be worked on; a series of ideas that are organized systematically, logically, clearly, structured, and orderly. Outline is very important as a step-by-step guide in the writing process.

Outline of each author depends on the character and personality of the author. There are a general outline, detailed chapters per chapter, and some are more detailed down to the characters and scenes, but generally only contains an outline of information that you will write into a script. Outline that will be created can help you compose and write stories, without anyone known and can make it into the form you want.

2.3 Media

NEA (National Education and Association) as cited in Afrizal (2012) state that media are means of communication in the form of printed and audio-visual equipment, including hardware technology. Meanwhile, AECT (Association of Education and Communication Technology) as cited in Soyfriend (2014) impose limits on media as all forms and channels used to convey a message or information. The equation of the definition above is to say that in conveying messages or information to readers or viewers can be through a media. So, the writer concludes that the media is any communication through printed or electronic equipment in order to deliver message or information to the listener or reader.

2.4 Promotion

According to Tjiptono (2002:219)

“Promosi adalah bentuk komunikasi pemasaran artinya aktivitas pemasaran yang berusaha menyebarkan informasi, mempengaruhi/membujuk dan atau mengingatkan pasar sasaran atas perusahaan dan produknya agar bersedia menerima, membeli dan loyal pada produk yang ditawarkan perusahaan yang bersangkutan”

It means promotion is a form of marketing communication, that means marketing activities that try to disseminate information, influence / persuade and or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned.

2.5 Video

According to Business Dictionary, visual multimedia source that combines a sequence of images to form a moving picture. The video transmits a signal to a screen and processes the order in which the screen captures should be shown. Videos usually have audio components that correspond with the pictures being shown on the screen. According to McFarland (2014) video is a powerful tool for promotion. He mentions several advantages of video. They are :

1. Video has become easy to use 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 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.

