CHAPTER II

LITERATURE REVIEW

2.1 Tourism

Tourism is defined by some scholars in the following explanation. According to Kodhyat (1983), tourism is traveling from one place to another, temporary, done individually or in groups, in an effort to find a balance or harmony and happiness that live in the social, cultural, nature and science environment. Meanwhile, according to Marpaung and Bahar (2000:46-47), tourism is a journey that is done for a while, which was held from one place to another, leaving their own home, with a plan and with a view not to try to make a living in or look for places visited, but solely for enjoy a picnic activities and recreation to meet the diverse desires.

From the statements above, the writer can conclude that tourism is a journey from one place to another place, done individually or in groups with the plan and with the view not to try making a living in or looking for place visited.

2.1.1 Characteristic of Tourism

Urry (1990) in his book mentions that tourism has the following characteristics:

1. Tourism is a leisure activity or leisure activities. Travel is not an 'obligation' and is generally done when a person is free from the work that must be done, i.e. when they are on leave or holiday. In subsequent developments of travel can be identified with 'vacation in other areas' to travel, today is one of the characteristics of modern society.

2. Tourism relationships occur because of human movement. This movement with the dimensions of space and time. Temporary movements and visits have different characteristics from permanent displacement.

3. Viewed from the side of tourists, tourism is an activity that is done in place and time is 'not normal'. But this 'abnormality' is only temporary, and the perpetrator has a definite desire to return to the 'normal' situation or to his home habitat. In other words, the inversion has temporary properties.

4. Places and attractions enjoyed by tourists are places and / or events that are not directly related to the work or livelihood of tourists. There is also no intention of tourists to get a job / income in the place he visited.

5. Quite a considerable proportion of the population of modern society is engaged in tourism activities, so tourism has become a vehicle for new socialization. This is mainly related to the mass movement of tourists.

6. Tourism destinations are often chosen based on fantasy or imagination, or because of the image (image) of the destination. These fantasies and images are formed and maintained not only through tourism activities (promotion), but are of no less importance through non-tourism activities, such as academic work, academic meetings (seminars, workshops), and mass media.

7. Travel is something that is 'unusual' (out of the ordinary). Expected experience is another experience than usual or something new. The quality of one's travel is determined by the quantity and quality of this new experience.

8. The role of symbols and markers (signs) is very large in the success of a tourist destination. These symbols and markers are closely related to images, such as the exotic Bali, the romantic Paris, and the Virgin Pacific.

9. Every tourist destination is always experiencing renewal and addition of new products, which is generally done by professionals (business tourism). The development of this new product has far-reaching implications for culture, as the emergence of pros and cons on various cultural modifications in the development of new products is generally done by professionals (especially private) in tourism.

2.1.2 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

This types of tourism conducted by people who leave their home for a vocation, refresh the mind, meet the curiosity, relaxes the nervous tension, find something new, enjoy the nature, knowing the life of the local people, and get a piece.

2. Recreation Tourism

This type of tourism conducted for the use of the days off to rest, recover the physical and spiritual health, and recuperate from fatigue and exhaustion. It can be done in a place that ensure that these goal offer recreational enjoyment. For example the beach, mountain, resort and healthy canter.

3. Cultural Tourism

This types of tourism characterized by a series of motivation. Such a desire to learn in teaching and research center. Learn about the custom, institution and way of life in different societies, visiting historical monument relics, art and religious center, arts festival or music, theater, traditional dance and other.

4. Sport Tourism

This typed of tourism can be divided into 2 types of tourism:

   a. Big sport events, such as the Olympic Games, the world ski Championship, world boxing championship, and others that interest the audience of fans.

b. Sporting tourism of the practitioners is the sport tourism for those who want to practice and by them self, such mountain climbing, and horse riding sport, hunting, fishing and others.

5. Business Tourism

These types of tourism is a form of professional travel or a tour that conducted because of the job or position that does not give a person to choose the destination and time for travelling.

6. Convention Tourism

This type of tourism is in great demand by the countries because when it held a convention or meeting it will be a lot of attendees who stay within a certain period in the   countries that hold a convention. The country that held this convention will erect the   buildings that support the holding of convention tourism.

In short, the writer concludes that are some kinds of tourism such as, pleasure tourism in this tourism people leave their home for a vocation and refresh their mind. Then, Recreation tourism this type of tourism use of the days off to rest. Cultural Tour this types of tourism use characterized by a series of motivation. Sport tourism is a person who want to see a sport events and a person who want to practice by them self. Business Tourism a form of professional travel or a tour that conducted because of the job or position. Convention Tourism when it held a convention or meeting it will be a lot of attendees who stay within a certain period in the countries that hold a convention. The country that held this convention will erect the buildings that support the holding of convention tourism.

2.2 Tourism Destination

Tourism destination is a place visited by a significant time during the course of a person compare to other places recognized during the trip. A place definitely has certain limits, either actual or legal. Kotler (2010) said that tourism destination is

traveling towards a destination or a place that has a limit both physical and non-physical. The definition of what can be geographical boundaries or limits of perception to a place that is shaped by marketing activities. Coltman (1989:4) describes tourism destination, an area with different natural attributes, features, or attractions that appeal to non local visitors - that is tourists and excursionists. Furthemore, Leiper (1995) said that tourism destination from a demand perspective, identify a destination as a set of products, services, natural and artificial attractions able to draw tourists to a specific place, where the geographical location is simply one of the factors that comprises a destination. Tamma (2001) defines destination as a supply system correlated with a specific area.

Some destinations are artificially determined by political jurisdictions which fail to take into consideration consumer preferences or tourism industry functions. Destination is a place visited by a significant time during the course of a person compared to other places impassable during the journey (for example the transit area). A place definitely has certain limits, either actual or legal. Destinations can be interesting to be visited by tourists must meet the requirements for the development of the region, those requirements are:

1. What to see

    In these places there must be objects and sights different to those of other regions. In other words, the area should have a special appeal and cultural attractions that can be used as "entertainment" for tourists. What to see include landscapes, activities, arts and tourist attractions.

2. What to do

    In these places besides a lot to see and be seen, to be provided recreation facilities that could make tourists welcome to stay longer on the ground.

3. What to buy

    A tourist destination should be provided facilities for shopping, especially souvenirs and handicrafts as souvenirs to take home to the place of origin.

4. What to arrive

These include accessibility, how we visit the tourist destination, the vehicle to use and how long to arrive the place of destination.

5. What to stay

How tourists will live for a while during their holiday required good lodgings, star hotels, or non-star hotels and so on.

2.3 Tourism Object

According to Yoeti (1985:8), tourism object is anything that becomes an attraction for people to visit a place. Tourism object is a formation and associated facilities, which can attract tourist or visitors to come to particular area or place. Tourism is the main focus of movers tourist to visit a place.

According to Undang-Undang Kepariwisataan No. 9 Tahun 1990, tourism object is everything that a tourist target. Tourism object consist of :

a. Objects and tourist attractions created by God Almighty are in the form of natural conditions, as well as flora and fauna.

b. Objects and attractions of human works of manifestation of museums, ancient relics, historical relics, cultural arts, agro tourism, tirta tours, hunting tours, nature adventure tours, oarks recreation and entertainment

2.4 Candi Bumi Ayu

Candi Bumi Ayu is one of heritages from Hindu era. It is located in coastal Lematang River in Bumi Ayu Village, Tanah Abang sub-district, Penukal Abab Lematang Ilir Regency. *Candi Bumi Ayu* is the only Hindu Temple area in South Sumatera. Until today, there are less than 12 temples that have been found in this region, and five of them have been restored, those are Temple 1, Temple 2, Temple 3, Temple 7 and Temple 8. This preservation has begun since 1990 until now by

allocating Indonesian General Revenue and Expenditure Budget. This temple complex covers an area of 75.56 ha, with the outer limit of trenches

Accesss to Candi Bumi Ayu with the distance of 38 km from Talang Ubi, approximately less than 30 minutes away by private vehicle, driveway toward the Bumi Ayu village of the road conditions were pretty good. This temple is located approximately 50 m from Bumi Ayu village, Tanah Abang sub-district . Pali district is a 4-hour trip by car from Palembang. Through the city of Prabumulih so that the journey faster and through the village of Sungai Medang in the city Prabumulih

2.5 Promotion

Rangkuti (2009) defines promotion as all forms of persuasion communication designed to inform customers about the products or services and to induce them to purchase goods or services that includes publicity, individual sales and advertising. Furthermore, Tjiptono as cited in Noer (2014) stated that promotion is the marketing activities publicity that stimulate consumer purchasing and dealer effectiveness, such as display, shows, demonstrations, expositions, and various other non-current selling efforts, not in ordinary routine. Meanwhile, Alma as cited in Nugroho (2016) defines promotion as a kind of communication that gives explanations and convinces potential consumers about the goods and services in order to gain attention, to educate, and to remind.

Based on the definitions above, the writer can conclude that promotion is any kinds of communication that persuade the potential customers to use a service or buy goods.

2.5.1 Promotion Media
Andi (2002) defines promotion media as a tool to communicate a product, service, image, company or the other to be better known the wider community. Media promotion of the oldest is the media of mouth to mouth. This media is very effective,

but less efficient because the delivery speed is less measurable and predicted. Kinds of promotion can be classified into two categories, namely:

1. Printed 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 in words, images and photographs arranged such that can attract the attention of the public. Some forms of advertising media that are included in the print media ads are brochures, flyers, magazine, and others.

2. Electronic media advertising is an advertising medium that process works based on the principle of electronic and eletromagnetis, 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.

2.6 Video Script

Norbury (2014) states that scripts can be defined as generic ordered sequences of actions or events. They capture the central themes in a narrative and can be matched against other scripts or situations. Video script is crucial to help readers and viewers comprehend of that text.

It means that a script is main required idea in video advertising. The better video script, the better video will be produced. Usually, the video script contains description of message information delivered to the viewers

2.7 Writing

Writing is a form of thinking, but actually it thinks for certain reading and for a certain time. One of the most important tasks of the writer is mastering the principles of writing and thinking, which will help him achieve his goals and objectives. The most important of the principles meant is discovery, structure and style.

Briefly, learning to write is learning to think in a certain way (Angelo, 1980: 5). Whereas Pranoto (2004: 9) states that writing means pouring thoughts into writing or telling something to others through writing. Writing can also be interpreted as an expression or expression of feelings as outlined in writing. In other words, through the writing process we can communicate indirectly. On the other side, Suriamiharja (1996: 2) said that writing is an activity that creates the thoughts and feelings with writing. It can also be interpreted that writing is communicating expressing thoughts, feelings and wishes to others in writing.

From the explanations above, writing is communication that would like to try to convey an opinion by writing.

2.8 Manuscript

Tristiawati (2014) defines manuscript is a place where ideas and imaginations are written and arranged according to a regular and systematic sequence. The manuscript is a rough description of what is displayed on a computer screen, each sheet of text will represent a display of a computer screen. Manuscripts are said to be good if they can provide guidance for us who will produce and translate them into the form of images, photos, audio, animation and video and so on. Whereas, according to Baried in Ekowati (2003) the manuscript is a handwriting that holds various expressions of thoughts and feelings as a result of the past culture of the nation.on.

2.8.1 Steps of Writing Manuscripts

According to Sungkono(2007), there are some steps that can be taken in writing a video program script :

1. Idea Discovery

Both instructional and non-instructional video programs always begin with an idea or concept. After the idea appears and research is carried out. This is done in order to collect information that needed to support in writing the script. The research

can be done by interviewing, consulting with experts, studying literature, observing, direct experience.

After the idea is set and the research is done, it is necessary to identify the main program / program title, target / audience, duration, scriptwriter, material reviewer, media reviewer, player, location, property.

2. Writing Synopsis

Synopsis or summary of the entire program content. Synopsis is usually written in a description form that does not contain dialogue. The synopsis has described the flow of presentation from the introduction to completion / conclusion.

3. Writing Treatment

Treatment is basically a sequence of program content / material that will be briefly presented episode by episode. The language that used in treatment is already a visual language so that people who read it will be able to feel the storyline as we see it on a monitor / screen.

4. Writing Scenario

The scenario is essentially a complete text. A complete text includes: shooting script, story board, script breakdown, shooting schedule.

a. Shooting Script: a video / film script that is written in complete description of each scene (shot) , the scene (scene), type of music, sound effects (sound effects) the relationship between image and sound, camera capture angle, type of shot, location / space, property, visual source and player. Broadly speaking the format of writing a shooting script consists of 2 columns, namely the left (visual) and right (sound) columns. The left column is intended to express ideas in the form of visuals / images such as visual sources, players, camera shooting angles, location, property, while the right

column for sound ideas such as music, sound effects and narratives, both descriptions and dialogues.

b. Story board is a series of images or sketches of shooting script to describe the main scenes from a film / video program story that will be produced. The purpose of making a story board is to see whether the continuity of the storyline is good, the suitability of the storyline, the accuracy of the moment of shooting.

c. Script breakdown is part of shooting script where each scene is grouped by location, costume, actor / property, property, and shooting equipment needed.

d. Shooting schedule or shooting schedule contains settings for shooting / shooting time from each scene.

It means that, there are some ways of writing video script , such as idea discovery is Both instructional and non-instructional video programs always begin with an idea or idea. Writing synopsis is the summary of the content, as usually writing synopsis is written in a description form that does not contain dialogue. Writing Treatment is basically a sequence of content / program material that will be presented episodes in a concise manner. Writing Scenarios consist of shooting script, story board, script breakdown and shooting schedule or setting for shooting.