

CHAPTER II

LITERATURE REVIEW

1.1 Information and Promotion

The information is distinguished into three meanings. They are "Information-as-process"; "information-as-knowledge"; and "information-as-thing". The three meanings have relationship each other so that they forming a definition of information itself. By using this approach we identify three principal uses of the word "information".

First, *Information-as-process*: When someone is informed, what they know is changed. It means that the knowledge which they do not know before, they obtain after they get the information or they obtain the additional knowledge after the informing process. In this sense "information" is "The act of informing...; communication of the knowledge or 'news' of some fact or occurrence; the action of telling or fact of being told of something" (Buckland, 1991).

Second, *Information-as-knowledge*: "Information" is also used to denote the meaning which is perceived in "information-as-process": the "knowledge communicated concerning some particular fact, subject, or event; that of which one is apprised or told; intelligence, news" (Buckland, 1991). The information gives certainty about issues informed since the information known as knowledge but also undeniable if the information is not complete or clear enough, sometimes it increases uncertainty.

Third, *Information-as-thing*: The term "information" is also used attributively for objects, such as data and documents, that are referred to as "information" because they are regarded as being informative, as "having the quality of imparting knowledge or communicating information; instructive" (Buckland, 1991).

Based on the definitions of information above, information is knowledge, data or documents which make people know about something which being

informed. Information is different from promotion. Information is part of promotion. When promoting something, information always includes in it. The exception is when informing, it doesn't always relate with promoting.

According to Marketing and the 7Ps, p.7 (2015), Promotion can be defined as the method of a company communicates and informs offers to the customers (Marketing and the 7Ps, 2015, p.7). Meanwhile according to Zimmerer and Norman (2002), Promotion is kind of persuasive communication that designed to inform the customers about products or services and to influence the potential people to buy the products or services that include publicity, individual sales and advertising.

Promotion can be the best media to tell people about a product. By promoting it, a product will be known by public and be used so the purpose to get our product widely used by public will be reached. According to Running The Enterprise 8 [5], Marketing and promotion are mainly aims to have, get and keep the customers. Promotion and advertising are designed to provide consumers with the necessary information to differentiate between products or services offered with the others and influence choices of them.

Kotler and Armstrong (2001, p.74) in their book says, "Promotion is a creativity to communicate product excellence as well as persuade customers target to buy." Meanwhile, Shantakumari and Priyadarsini (2013) stated that promotion as all about the companies in communicating their products to the customers. Promotion can be effective media if it is used properly for targeting the right consumer.

Promotion is a way to touch customers and persuade them to consume or buy a product which be promoted. If the promotion is successful, the customer will tell their relation and acquaintance about the product and it will make the product widely known and attract the potential customers to buy the product.

People's decision on consuming a product is mostly influenced by the advice/suggestion which they get from their relatives and neighborhood. (Jegatheesan & Ganesh, 2013). According to Sport Recreation Tasmania (2009),

promotion is the process of releasing product or service to the market attention in term of the target of promotion or potential customer.

1.2 Promotion in Tourism Industry

The tourism industry is one of the most important industries because of its contribution in increasing foreign exchange earnings in the world (Movahed, 2005). So that is why this kind of industry needs to be developed. In order to develop it, needed a promotion media. When a tourism object is promoted, a place can be sold and all the things are offered. Tourism industry is competing with the entire world whenever it promotes tourism in a specific destination, and this competition demands a creative and unique method (Morello, 2015).

The importance of promoting tourism is creating positioning of Indonesia in the target market, and reaching the target consumers in order to form the image of Indonesia tourism (Klavert, 1998). By rapid progress of ICT nowadays, internet / web also has important roles as one of potential rides for promoting tourism in the country. Through internet technology, every administrator can promote and offer various kinds of products or tourism packages to the various parts of the world, in a simple, fast, and effective way (Suleman 2013).

Tourism marketing has changed a great deal over the last few years. According to Lovelock and Wright (2001), the 1990s in the history of promotion considered as an era of transition to a new phase called digital promotion. Through this media many marketers in this era take advantages from it and promote their products to the consumers around the world.

Madasu (2013) said, "Marketing is the application of marketing concepts in the travel and tourism industry.". Promotion in term how tourism industry 'sells' tourism object especially religious tourism to interest people and tourists to come and visit the object. Information technology, especially the web, has been used mostly in tourism industry (Madasu, 2013). The advantages of promoting tourism industry are increasing in the number of customers and profitability also an accessible product that can be comfortable for people

everywhere they are. One of methods to promote tourism industry is online promotion where people can access the information needed quickly and easily.

1.3 Online Promotion

According to Suleman (2013), by the advancement of nowadays internet also tour packages offered. Tour packages can be directly viewed clearly through images, animation or video. Thus, potential customers are already can imagine the atmosphere and conditions in tourism destination. The online marketing mix consists of four marketing tools; product, place, promotion and place (Kotler&Amstrong, 2005).

Kotler and Amstrong (2005) added that these tools are used by companies to make a advancement of their product inreaching their target audience. Online promotion is useful for making strategy in order to approach the consumers. When we promote a tourism destination, it is needed to have a convenient media to distribute the information. Kotler and Amstrong(2005) means that companies can use sales promotion in their websites to convey a message to consumers.

It means that to communicate the information to consumers, it is a good way to use. Through online media, a company can broadcast and inform the consumers about its existence. According to Los Angeles Times [5] in (Mehra, 2007) online promotion helps companies reach customers without knowing the name of company otherwise.

According to Niazi (2008), through the web, consumers can find pricing information, contributing in product design, explore promotions, ask for delivery, and recieve credit payment support. The marketers also can create good relationship with millions of customers and other publics simultaneously through the Web with cheap cost to the marketer than traditional media, sales, fulfillment, and the others (Niazi, 2008).

Niazi (2008) also stated, “Many marketing communication researchers have realized that this new medium would bring new opportunities for the marketing communication process with its popularity as a medium to target consumers.”. Based on the facts, online promotion is important in order to get the consumers

attention to our products also in building relationship with many consumers outside the city, especially in tourism industry. Online promotion can be applied in online media. One of online media which can be used is a website.

According to Yuhefizar (2008, p159), Web is a method for displaying information on the internet, whether it be text, images, voice and video, interactive, and has the advantage to connect (link) of the document with other documents (hypertext) which can be accessed through a browser. American Heritage Science Dictionary (2002) stated, "Website is a set of interconnected webpages, usually including a homepage, generally located on the same server and prepared also maintained as a collection of information by a person, group or organization.". Based on definition above, website can be useful media for informing and promoting many things. So that is why website can be used to informing and promoting tourism. In this case, religious tourism.

The criteria for good website are:

1. Usability

It is easier for a user to find a way for using the website effectively which is easy to learn, efficient to use and the level of user satisfaction.

2. The navigation system

Navigation is easily understood by visitors

3. Graphic Design

A procedure of selection of graphics, layout, color and shape typography visually appealing to attract visitors

4. Content

Helpful content

5. Compatibility

Supports the compatibility of existing tools, such as Mozilla, Opera, Avant and others

6. Loading Time

7. Functionality

1.4 Online Information for Tourism Destination

The Development of internet as media of communication and information is undeniable in this era. Now, internet also uses much for offering products and services to the customers. Internet offers the information for all its users around the world. So that is why internet eases the travelers to obtain the information needed to know about the tourism destination which they like to visit (Ramadhan, n.d).

He also added that emphasis the need for data and information for each party is different. For tourists, it is to enable for them to determine the temporary tourist itinerary for the tourism industry and government, the existence of a good information system helps them for decision-making purposes.

The benefits of internet as media of tourism information are:

1. Communication knows no limits of space and time, for example: Americans who want to find tourist information and accommodation in a particular region in Indonesia.
 2. Easy access as it can be done from home.
Provide as much detail as possible: price, location, information about the weather, attractions, events, interactive and up to date.
 3. The range is very widely throughout the world and cheap.
 4. Against the "bad publicity" about Indonesia, for example: Indonesia is considered a terrorist and riot so people are afraid to visit.
 5. Adding to the credibility of an organization as it has e-mail and website.
- (Ramadhan, n.d).

According to Saifullah (2013), the existence of the Internet, especially the availability of the website or portal of tourism that is reliable, complete and interactive strongly to support the promotion of existing tourism destinations in an area, for example: a tourism website contains a promotional tour to areas that include:

1. The location tourist attraction (where, what can be seen)
2. Time required
3. Cost estimation

4. Supporting related services (hotels, restaurants, souvenir shops, entertainment facilities, tourist attractions)
5. The tips for souvenirs that need to be purchased
6. The local culture (customs, language, art, etc.)

Saifullah (2013) also stated that the data for tourism which can be accessed in internet as follows:

1. Focus (thematic / clustering)
2. Attractions (nature, culture, historical values, special interest)
3. Facilities (hotels, restaurants, travel agencies, etc.)
4. Accessibility (transportation)
5. Community/activity
6. Policy & Regulation
7. Destinations management
8. Communication & Information.

1.5 Religious Tourism

Religious tourism is one of tourist activities which is lack of exploring in the world of modern tourism (Vukonic, 1998). Kinsella (2016) stated, “Religious tourism usually involves followers of particular faiths or religion visiting locations that some people regard as holy or special places in the religious perspective.” She also said, “In many examples, religious tourists visit to these places on the anniversaries or particular events that are of importance to followers of specific religions.”

In addition Kinsella (2016) stated, “people involved in religious tourism considered as pilgrims traditionally but nowadays that term is not as widely used since many non-religious individuals also participate on trips to holy sites because many of these sites have cultural or historical values as well as religious interest.” The international religious travel market now report earning \$18 billion every year and the religious travel industry includes as secular vacations introduced and promoted by religious institutions and used as fundraisers for their organizations. (Dulcinea Media, n.d).