CHAPTER II
LITERATURE REVIEW

2.1 Tourism

Tourism is the act of travel away from home, mostly for the purpose of recreation or leisureAndrew (2008). Beside that Mathieson and wall (1982) as citied in Cunha (2014) states that Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities of persons travelling to and staying in place outside their usual environment for not more than one consecutive year leisure, business and other purpose. Then Pitana and Diarta (2009) state that tourism is the activity of the visitors, people who do traveling to and stay in away to their residences not more than 12 month for many kinds of activities such as leisure, business religion and the other personal reasons but do not get the salary from its travelling. Different jayapalan (2001) states tourism is out and out a pleasure activity in which money earned in one's normal domicile is spent in the place visited. According to the definition above, the writer concluded tourism is an activity undertaken by tourists in their place for some purpose.

Based on PP No. 50 of 2011 about RIPPARNAS 2010-2025, there are three types of tourism objects includes :

1. Natural Tourism : Tourism object in the form of variety and uniqueness of the natural environment.
2. Cultural Tourism : Tourism objects in the form of the result of creativity, taste and human initiative as a cultural creature.
3. Artificial Tourism : Special tourism object there are artificial created and other human activities outside the real of nature tourism and cultural tourism.

Based on PP No. 50 of 2011 about RIPPARNAS 2010-2015 about the type of tourism above, the writer took artificial tourism type because it related to the title of researcher.

Then, the three kinds of tourism objects can be divided into some categories of tourism activities, they are adventure tourism, marine tourism, farm tourism, creative tourism, cruise tourism, culinary tourism, cultural tourism, heritage tourism, dark tourism, ecotourism/wild tourism, extreme tourism, mass tourism, MICE tourism (meeting, incentive, convention, and exhibition), medical tourism or wellness tourism, nature-based tourism, religious tourism or pilgrimage tourism, pop culture tourism, rural tourism, space tourism, sport tourism, urban tourism and volunteer tourism. From categories of tourism activities above, the writer took culinary tourism because it related to the title of the final report.

2.2 Culinary Tourism

Culinary is a food that requires a cooking process that can produce an interesting food. According to Tarwatjo (2007), Culinary is a food that passes by a process ranging from choosing food, cooking even to plating that can produce an interesting food. According to lazuardy and Triady (2015), Culinary has meaning as something used in cooking or related to cooking. While according to Fadheli (2000), culinary is a part of life that is closely related to the daily food consumption. Culinary is a processed in the form of food. The food are in the forms of side dishes, food or snack and drink. Based on the definition above, based on the definition above, the writer concluded that culinary is a preparation in the form of food related to the cooking process to produce an interesting food. So market culinary is a place that sells interesting food and beverages that processed first to sell in a market.

Wolfe (2006) as cited in Murray (2015) states that culinary tourism is development and promotion of prepared food and drink that become an attraction for tourist. Beside that Long (2004) as cited Murray (2015) stated that culinary tourism is the exploration in participation of the food ways, and the participations

includes the consumption, preparation and presentation of a food item, cuisine meal system, or eating style considered to a culinary system not one's own. In addition, Ontario (2015) adds that culinary tourism is tourism experience that focuses on learning about consuming food that reflects the local, regional, and national cuisine, heritage, culture, tradition and culinary techniques. Culinary tourism is an essential feature of local tourism advertisement for a destination. It promise an element of regional agricultural and economic growth and a differentiated component to a rival destination market (Hall and Sharples, (2003). From definition above, the writer concluded that culinary tourism is tourism of food and beverage that become attraction for the tourist that reflects a local, regional, and national cuisine, heritage, culture, tradition and so on.

2.3 Promotion Media

Saladin (2003) defines promotion as one element in marketing of the company that used to inform, persuade, and remind consumers about the company's products or services. According to Flaminggo (2014), there are four promotion media; printed promotion media, electronic promotion media, internet promotion media, and product promotion media.

a. Printed promotion media

Promotion through printed media is the most common ways to promote something. This kind of promotion usually done by using banners, advertisements in newspapers, magazines, books, stickers, pamphlets, flyers, and booklets as. This type of promotion is the easiest way to deliver 6by upper to button society. And also this kind of promotion is an affordable cost.

b. Electronic promotion media

This way of promotion has the good effect in product marketing. This kind of promotion usually uses television or radio as a media to promote something but promotions using electronic media require a high budget.

c. Internet promotion media

This kind of promotion is the developing of the electronic media promotion. This kind of promotion usually through the media banner website or also paid advertising programs such as Google AdWords and Facebook ads.

d. Product promotion media

This kind of promotion usually through a product such as bags, t-shirts, hats, etc.

2.4 Video

According to Business Dictionary, video is 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 so 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 you are in and place you inside 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.

In designing videos, some steps need to be followed. According to Zetti (2010) and Pearson (2005) there are three phases in making the video, theyare :

1. Pre-production

This phase also called the planning phase includes all the planning and coordination of details before the actual production activities. In preproduction you develop the initial program idea, define the program

objective, and select the equipment necessary to translate your idea into effective video and audio images.

a. Generating ideas.

A good video production should have a good idea the video maker must determine what kind of video that will be produced and showed to the public.

b. Program Objective

In implementing something we definitely should have a purpose, as well as the making of the video. Video-maker must determine what you want to achieve with the making there are no longer problems.

c. Select the People and the Equipment

At the time you wanted to start making videos, video-maker have to determine who was involved and what tasks they need to do, what equipment and what software or application they will use, so at the time of making there are no longer problems.

2. *Production*

The production phase involves the shooting of the film. In this phase, the schedule that is planned in the pre-production phase is put into practice. The shooting progress according to the schedule. The activities that happen during atypicaldayofashootare :

a. SettinguptheEquipment To make a good video, you certainly need to recognize and be able to operate the tools used. If you can use the tools properly then the resultsalsowillbe better.

b. Identifying Camera Position and Movement

To get the right shot, identify camera positions and movements before each shot. Good camera positions and movement add to the impact of the film.

c. Executing the Shoot

The video-maker takes charge of the shoot, the movements and actions of everybody present on the place of shooting.

3. *Post-production*

This place starts when the shoot is over. The output of the production phase is called raw footage. The video-maker or editor select the best shots andputthemtogethertogivethefinalshapetothevideo. At this stage, all the hard work put in during the preproduction and productionphasesstartsshowingresults. Theactivitiesinvolvedinpost-productionare:

a. ViewingtheFootage

The video-maker needs to be familiar with the footage. Review each moment of the acquired footage and identify good shorts and reject the shortthat is not required.

b. EditingtheFootage

The video editing phase is very important. At this stage, the captured moments are made more interesting by adding various effects, sounds, orfilters that can make video look more attractive. A well-prepared video shorts can end up being ineffective because of careless editing. A few missing shots can be made up in the editing room by appropriatefiltersiftheeditor issmartand innovative.

c. CreatinganOutput Inthedesiredmedium

An edited video is ready for viewing. However, the movie must be converted to a chosen format. It is possible for a digital format can be exportedontoatape,a DVD,orotherformatuseontheInternet.

According to Ciampa et al (2016) there are four components that make a good video, they are:

1. Good lighting

Good lighting (as opposed to merely adequate lighting) needs to bathe the subject in a flattering way, as shown. It doesn't matter if using a sophisticated light kit or depending on the sun, as long as the final product looks good.

2. Top quality audio

The better a video sounds, the better it looks. Visual elements can easily be accepted when the sound is clear.

3. Steady Camera

Steady camera will produce a steady shots 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 of a tripod is highly recommended.

4. Shot Structure

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

2.5 The Elements of Making a Video

The followings are some ingredients that need to be taken care in making a video given by Kausar et.al, (2015).

1. **Audio**

   It is defined as various sounds in digital form such as sound,music, narration, etc. which can be used for background sound. Audio alsoserves to convey messages of grief, sadness, pleasure, fear and the like,adjusted to the situation and condition. Audio can be in the form ofnarration, song, and sound effect. Narratives are usually displayed alongwith text or photos to clarify the information conveyed.

2. **Text**

   It is a combination of letters that form a word or phrase thatdescribes a purpose or learning material that can be understood by theperson who read it. Text cannot be separated in computer usage. Text isused to describe images. The use of text should take into account the useof font, size, and style letters (color, bold, italic).

3. **Animation**

   It is a display that combines the text media graphics and sound in a movement activity. Animation is a technology that can make life, move, act and say. In multimedia, animation is the use of computers to create motion on the screen. Animation is used to describe and simulate something that is difficult to do with video.

4. **Camcorder (Camera Recorder)**

 It is designed to have a media recordingmedia hard disk that has the largest storage capacity, which reaches 80gigabytes or equivalent 20 hours for high quality video. While for lowquality video, can save up to 61 hours. There is also a camcorder with amedia memory card has a maximum storage capacity in accordance withthe capacity of the installed memory card (selected or used). The currentmemory card capacity is 32 gigabytes or the equivalent of 7 hours withhigh quality video. This memory card is used for the required materialspeed for the ready to go. In addition, using a memory card more easilytransfer data from the camera into the computer.

5. **CameraAngel**

The principle of shooting in the camera is make sure thecamera is as if the eye of the viewer to see a scene at the scene of theevent. Before recording, make sure the object is in focus (the image shouldnot blur), irish (bright scientific look), shot size, image composition, stablenot shake, camera movement if necessary, continuity the strong one.

6. **Camera Movement**

The movement of a varied camera is needed everyshoot so as to produce the qualities of the program satisfy the creator.More camera movement in accordance with the usual terms will enrich theimage and the ease of arranging the story line.

7. **Create a storyboard**

Storyboard is visual scene scenery in the form ofdesign, audio, duration and narration for the sound will be made on thestoryboard design. The results of the storyboard design will become areference in making the display at the implementation stage.

2.6 Narrator or Voice Over

Ayawaila (2017) says the main key that is required from a narrator is the flexibility in adapting to the tempo and storyline rhythm and also theme in general. The followings are several criteria for a narrator given by Ayawaila (2017).

1. Having a dramatic sensitivity and timing (based on the tempo and rhythm of speech).
2. Able to master and animate the meaning and the purpose of every words and / sentences when processing the speech.
3. Able to give action and reaction to visual elements.
4. Able to use the sense in applying dramatic elements to the speech, in accordance with the understanding of the content and theme of the video, so there is harmonization and mutual support between the narrative and the visual sequence.
5. Able to understand quickly and precisely when the narrative serves as a supporter, and when as a main information, especially if the visual ability is rather weak in providing information to the audience.

Moreover, Nugroho (2014) in his book *TeknikDasarVideografi*states several things that need to be considered in recording process as follows.

1. The records should be free from noise and unnecessary sounds.
2. The words or sentences must be spoken clearly and undestandable to listeners.
3. Setting the mic into the right position.
4. Sound effect and music illustrations are choosen then entry and discharge according to conditions and fixed time.

2.7 Subtitles in Video

Translation Journals (2016) mentions that subtitles and captions are widely relied on by viewers. The following are the ways to make subtitles in the video:

1. Avoid presenting too much text onscreen at one time. Make sure the subtitles are easy to read and follow. Always allow enough time for each subtitle to be read.

2. Ideally, each subtitle should contain a single complete sentence. wherever two lines of unequal length are used, the upper line should preferably be shorter to keep as much of the image free as possible and in left-justified subtitles in order to reduce unnecessary eye movement.

3. It is important to caption all important dialogue and to distinguish between speakers. In subtitling, you should simplify the text to make the subtitles easy to read so that the viewers can understand them at first sight.

4. Use a large enough text size. The font must be clear and easily readable. There should be a high contrast between the caption (text) and the background.

5. Position subtitles at the center/bottom and avoid clashing with any on screen texts. The normally accepted position for subtitles is center/bottom of the screen, but in obeying this convention it is most important to avoid obscuring 'on-screen' captions or any part of a speaker's mouth or eyes.

6. Always ensure accuracy in captioning. The target point for synchronization should always be at naturally occurring pauses in speech-sentence boundaries, or changes of scene. This has to be the most important best practice in subtitling and closed captioning.