

CHAPTER II

LITERATURE REVIEW

2.1. Tourism

Goeldner and Ritchie (2006) stated that tourism may be defined as the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitors. Mathieson and Wall as cited in Zaei (2013) stated that tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in that destination, and the facilities created to cater to their needs. Moreover, Henniker and Kraft as cited in Ariyasa (2011) defines tourism as the sum of phenomena and relationship arising from the travel and stay of none resident, and so far they do not lead the permanent residence and are not connected with earning activity.

In other words, tourism is an activity of people visiting places other than the place they reside in order to get happiness, to have fun and not to earn money. According to Spillane as cited in Gitapati (2012), there are seven kinds of tourism based on the purpose of the trip, they are pleasure tourism, recreational tourism, cultural tourism, religious tourism, sports tourism, business tourism and convention tourism.

1. Pleasure Tourism

Pleasure Tourism is to enjoy the journey performed for a vacation, get some fresh air, satisfies curiosity, relaxes the nervous tension, to see something new, enjoy the beauty of nature, and get peace.

2. Recreational Tourism

Tourism for recreation performed as the utilization days off to rest, recover the physical and spiritual freshness and refreshing from exhaustion.

3. Cultural Tourism

For cultural tourism marked a series of motivations such as the desire to learn in a research center, studied the customs, visiting historical monuments and archaeological heritage and participate in the festival music.

4. Religious Tourism

Whereby people of faith travel individually or in groups for reasons related to religion or spirituality in their quest for meaning. It could be under pilgrimage, missionary, or leisure purposes.

5. Sports Tourism

Tourism for sports is divided into two categories:

- a. Big Sports Event, tourism is conducted because of the large sporting events such as Asian Games, SEA Games, and so forth.
- b. Sporting Tourism of the Practitioner, sports tourism for those who want to practice or the practice itself, such as mountain climbing, rock climbing, horseback riding, hunting, rafting, fishing, etc.

6. Business Tourism

Tourism affairs for trading businesses generally performed by entrepreneurs or industrialists, among others, includes a visit to the exhibition and technical installations.

7. Convention Tourism

Conventional Tourism related to conferences, symposia, hearing and international seminar.

In the other point of view, Suwantoro (2004) is concluded that there are some kinds of tourism from several aspects. They are:

1. The first aspect is based on amount of visitors

- a. Individual tour is a tour which conducted by an individual or a spouse. Many of people who choose this tour to explore the new experience of themselves.

- b. Family group tour is a tour which conducted by a group of family, friends or siblings. Generally, family tour is chosen by the people to spent their time usually on the weekend or a celebration.
 - c. Group tour is a tour of a group and led by one tour leader. The participants who join this tour, they cannot out of plan because they are tied up of the itinerary.
2. The second aspect is based on the regulatory aspect:
- a. Pre-arranged tour is a tour which has been arranged before the day.
 - b. Package tour is a tourism product which sells by the travel agent or by tour guide. This package tour also called ready-made package tour.
 - c. Special arranged tour is a tour with special arrangement to fulfill the tourist demand. The travel agent usually called it tailor made package tour.
 - d. Optional tour is an additional tour based on the tourist demand.
3. The third aspect is based on purpose of tourism:
- a. Holiday tour is a tour which held and followed by the members to holiday, pleasure and entertains.
 - b. Familiarization tour is a tour to know more about the area of job relation.
 - c. Educational tour is a tour to make a figure, comparison study, or knowledge about the job area which have been visited.
 - d. Scientific tour is a tour to get the knowledge or investigating a science.
 - e. Pilgrimage tour is a tour to fulfill the religious worship.
 - f. Special mission tour is tour to fill the particular vacant.
 - g. Hunting tour is a tour to organize the animals hunts allowed.
4. The fourth aspect is based on tourism implementation:
- a. Excursion is a short tour with less than 24 hours distance to visit one or more tourism destination.
 - b. Safari tour is a special tour with special equipment to visit the planned destination or out of the plan.

- c. Cruise tour is a tour by using a cruise line to visit the marine tourism objects and land tourism object.
- d. Youth tour is a special tour for teenagers based on their ages.
- e. Marine tour is visiting a tourism object especially to watch the beautiful ocean, wreck diving with the complete equipment.

2.2. Promotion

Zimmerer as cited in 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 those 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, educate, remind and convince potential customers.

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.

2.3. Media

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. NEA (National Education Association) as cited in Afrizal (2012) stated that media are means of communication in the form of printed and audio-visual equipment, including hardware technology.

Meanwhile, Purnawati and Eldarni as cited in Wibawa (2013) define media as anything that can be used to deliver a message from the sender to the receiver so that it can stimulate thoughts, feelings, and concerns.

Based on the definitions above, the writer conclude that media is any communication through printed or electronic equipment in order to deliver messages to the listener or reader.

2.4. 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

The print 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 are arranged such that it 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

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.

2.5. 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.

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 does not 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 the object in different shot types and angles. The editor should strive for a nice selection of shot types and angles in order to keep the viewers engaged.

According to Cheppy Riyana (2007) development and manufacturing learning videos must consider the following criteria:

1. Material Type

Video media is suitable for subject matter that is descriptive a certain process, a demonstration plot, a concept or describe something. For example how to make the right cake, how to make clothing patterns, the body's metabolic processes, and others.

2. Time Duration

Video media has a shorter duration which is around 3-10 minutes, in contrast to films which generally last between 2-3 hours. Given ability of memory and ability to concentrate humans which is quite limited between 3-10 minutes, making video media capable provides advantages compared to film

3. Video Presentation Format

Films are generally presented in a dialog format with elements more dramatic. Freelance films are imaginative and many less scientific. This is different from the video presentation needs learning that emphasize clarity and mastery of the material. Format videos suitable for learning include: narrative (narrator), interviews, presenters, combined format.

4. Technical Provisions

According to Cheppy Riyana (2007) video media cannot be separated from aspects technical namely camera, shooting technique, lighting technique, editing, and sound. Learning places more emphasis on message clarity, such as communicative, offerings need technical support. For example:

- a. Use shooting with zoom techniques or extreme close up for show the object in detail.
- b. use the out of focus or in focus technique by setting the def of file to form the image focus of interest or focus on that object desired by making the same (blur) other objects.

- c. Property settings that suit your needs, in this case necessary removes objects that are not related to the message be delivered. If too many objects will disturb and blur the object.
- d. The use of text is made in a proportional size. If allows made with a large size the bigger it will be clearer. If the text is animated, set the text animation with the right speed and not too repeated excessively.

5. Use of Music and Sound Effects

Some provisions about music and sound effects according to Cheppy Riyana (2007):

- a. Music for sound accompaniment should be in volume intensity soft so it does not interfere with visual presentation and narrator.
- b. Music used as background music should be instruments.
- c. Avoid music with songs that are popular or familiar student.
- d. Using sound effects to add atmosphere and complement visual presentation and add a better impression. It can be concluded that with the addition of music in the media the video will be able to attract the attention of students to listen to the training was given.

2.6. AIDA Model of Copywriting

Copywriting is the creative process of writing advertising promotional texts that are used by any brand . It is about persuading people to accept the offers commodities or services (Albrighton, 2013). To build positive and attractive qualities which help in making the brand attractive copywriters use words to create concept and content for memorable messages. Specifically, they write the words, phrases or sentences for broadcasting and printing materials that helps in the development of an identity for product and advertisers.

Advertising or promotion aims to provide information, persuade or remind target customers, advertisements are designed for creating attention or awareness, interest, desire, and action (Kotler, 2010). The AIDA is the acronym that refers to Attention, Interest, Desire and Action. AIDA formulation of “think feel do”, from the "know" stage to the "feel" stage and finally to the "do" stage was used to

construct a copy. This theory describes the four physiological phases experienced by a viewer upon receipt of information or a new idea about a product or service (Michaelson and Stacks, 2011). The AIDA model is a basic framework in structuring an advertisement based on perception.

Here below, the four stages of AIDA:

1. Attention

The advertiser has to raise customers' awareness of a brand, product or specific services involved. This first step focuses on ways to attract attention.

2. Interest

The advertiser draws the attention to convey the benefits of the product by providing a solution or hope to a certain problem. Explaining the feature and benefit to better their interest is the best way.

3. Desire

This stage suggests that a marketer seduces the customers to purchase a product by providing a breakthrough to their consumers. Some consumers may doubt the product or service so an outcome should be offered.

4. Action

Action is the final step of the process which is eventually driving the purchase of the product or service involved.