CHAPTER II

LITERATURE REVIEW

2.1 Tourism

According to Pendit (1994), Tourism is the activities of temporary people in the short term, the places of destination outside their residence and place of work, as well as outside of their activities, and as long as at the destination looking for a destination to tourist visits.

Furthermore, Wahab (1975) Tourism is a new type of industry that can increase economic growth and provide employment, improve quality, standard of living and stimulate other productive sectors. Furthermore, as a complex sector, tourism also realizes classic industries such as handicraft and souvenir industries, lodging, and transportation.

On the other hand, Prof. Salah Wahab in Oka Yoeti (1992) Tourism is a human activity carried out consciously that gets a change between people in the State itself, in the inhabitants of people from other regions (certain regions), a country or continent for a while in seeking satisfaction that is diverse and different from what he experienced where he got a job.

Based on the definitions above, the writer concluded that tourism is a short trip to a place with a specific destination and also as a type of industry that can advance economic growth while increasing employment.

2.2 Kinds of Tourism

Marpaung (2002) says that are three kinds of tourism, as follow :

1. *Natural Tourism*

   Natural tourism is a kind of tourism where the visitors come for having the natural resource attraction both in its natural state and the cultivation efforts from people.

2. *Socio-Cultural Tourism*

Socio-cultural tourism can be utilized and developed as a tourist destination includes museums, historical heritage, traditional ceremonies, arts performances, and crafts.

3. *Typical Interest Tourism*

Tourism is a kind of tourism newly developed in Indonesia. This tourism is especially for tourists who have expertise such as hunting, hiking, rafting, treatment goal, ecotourism, fishing, and others.

James J. Spillane (1987), says that are three kinds of tourism, as follow :

1. Pleasure Tourism

   This type of tourism is carried out by people who leave their homes for a vacation, get some fresh air, fulfill their curiosity, relax nervous tension, see something new, enjoy the beauty of nature, know the saga of the local people, get peace.

2. Recreation Tourism

   This tourism is carried out for the use of holidays to rest, restore physical and spiritual freshness, and refresh yourself from exhaustion and fatigue. It can be done at a place that guarantees recreational destinations that offer the necessary pleasures such as the seashore, mountains, rest centers, and health centers.

3. Cultural tourism

   This type is characterized by a series of motivations, such as a desire to study in centers of teaching and research, studying the customs, institutions, and ways of life of different peoples, visiting historical monuments, relics of the past, centers of art and religion, music arts festivals, theater, folk dances and others.

4. Sports tourism

   This tourism can be further divided into two categories:

a. Big sports events, namely major sports events such as the Olympic Games, world ski championships, world boxing championships, and others that attract the attention of the audience or fans.

b. Sporting tourism of the Practitioners, namely sports tourism for those who want to practice and practice themselves such as mountain climbing, horse riding, hunting, fishing, and others.

5. Business Tourism

This tourism trip is a professional form of travel or travel because it has to do with a job or position that does not give a person the choice of destination or travel time.

6. Convention Tourism

Tourism is much in demand by countries because when a convention or meeting is held there will be many participants present to stay for a certain period in the country that is holding the convention. Countries that often hold conventions will build buildings that support the convention tourism. Based on the kinds of tourism above, the writer concluded that have many kinds of tourism.

2.3 Promotion

About products or services and to influence them to buy goods or services that include publicity, personal sales, and advertising. While Rambat Lupiyoadi (2006) Promotion is one of the variables in the marketing mix that is very important to be carried out by companies in marketing service products. Promotional activities not only function as a communication tool between the company and consumers, but also as a tool to influence consumers in purchasing or using services by their desires and needs. Furthermore, Sistaningrum (2002), Promotion is an effort or activity of a company in influencing actual and potential consumers so that they want to purchase a product that is offered now or in the future.

Based on the definition above, the logical would be that promotion is the way of giving information to the customers.

2.4   The Purposes of Promotion

We do activities of promotion must have a purpose to be achieved. The main purpose of promotion is rather the products we offer can be in demand by customers. According to Tjiptono (2000), the purpose of the promotion there are:

a. to grow the customer's perception of a need (category need).

b. to introduces and provides an understanding of a product to the consumer (brand awareness).

c. to encourage the selection of a product (brand attitude)

d. to persuade the customer to buy a product (brand purchase intention.

e. to compensate for the weakness of the other elements of the marketing mix (purchase facilitation)

f. to embed the image of the product and the company (positioning)

Based on the purpose video above, the writer concludes that purpose promotion must have a purpose to be achieved and the rather product offer can be in demand by customers.

2.5 Media

According to Soyfriend (2014), said that the media as all forms and channels are used to convey messages and information. Meanwhile, Afrizal (2012) Media is a means of communication, both in printed and audiovisual form. Includes software technology and hardware. Futhermore, Leslie J. Briggs (1977), Media is a tool that is physically used to convey content. It can be in the form of books, video recorders, tape recorders, tapes, video cameras, pictures, graphics, television, or computers.Based on the definitions above, the writer concludes that media as a tool, means, intermediary, and liaison to spread, carry, or convey information to the public in print and audiovisual form.

2.6 Video Copywriting

Video copywriting was created with several objectives including strengthening branding, accelerating the buying process through Frequently Asked Questions (FAQs), improving customer service, increasing conversions through sales and promotions, building vocals along with social media. market relationships with targeted greetings, increase e-commerce sales with product demos/info, and others. Copywriting written in video form is called a video copywriter. His job is to write scripts for various videos related to business, including advertisements, product announcements, feature demos, instructions, and education. These videos can be posted online, posted to media outlets, included with marketing materials, or company (Sakti, 2018).

2.7 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 of commodities or services Albrighton, (2013). Furthermore, according to Widjono (2012), effective sentences are short, concise, clear, complete, and can convey the information precisely, etc. Because ineffective sentences will affect the perfect writing. 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 benefits 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.

2.8 Video

The video transmits a signal to a screen and process the order in which the screen captures should be shown. Videos usually have audio components that correspond with the picture being shown on the screen. According to Sholechan (2012). Video is a technology for capturing, recording, processing, transmitting, and rearranging moving images. Usually use celluloid film, electronic signal, or digital media.

According to Ciampa et al (2016), four components 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, the visual can easily be accepted when the sound is clear.

3. Steady camera

Steady camera will produce a steady shoot as well. Steady shots will ease the editor when selecting the best shots. The result of the video will look professional if the display does not shake or move too much. Therefore, using a tripod is highly recommended.

4. Shot structure

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

In short. The writer can conclude that video one type of audio-visual media to convey information through images combined with audio that aligns and they look real. Besides a video is a good medium to promote a tourism object.

2.9 The Processes of Editing Video

In the editing process, it is not just a matter of combination of pictures. There are lots of variables to know the editing process. According to Multimedia club (2015), there are the terms of editing video which must be known by an editor as follows:

1. Motivation

In movies, pictures such as city streets, mountains, sea, clouds, etc. are often shown before the main image (subject/object). The purpose of the drawings is taken as a guide and explanation of the next picture. In addition to images, motivation can also be raised in the dorm of audio, for example, telephone

voice, water, door knock, footsteps, and so on. Motivation can also be a mix of images and audio.

2. Information

Understanding information on editing refers to the meaning of an image. The images selected by an editor must provide a purpose or inform something.

3. Composition

One important aspect for editors is the understanding of good image compositions. Good here means meeting standards agreed upon or by Camerawork's.

4. Continuity

Continuity is a state in which there is continuity between the first picture and the previous image. While the function of the continuity is to avoid the jumping (a scene that feels jumping), be it on the picture or audio.

5. Titling

All the letters needed to add image information. For example: the main title, the name of the cast and the creative team.

6. Sound

Sound in editing is divided according to its function, as follows:

   1. Original Sound

   All original audio/sound of subject/object taken along with shooting / visual.

   2. Atmosphere

   All background sounds/backgrounds around the subject/object

   3. Sound Effect

   All sound produced/added when editing, can be from the original sound or the atmosphere.

   4. Music Illustration

All kinds of sounds, either acoustically or electrically generated to illustrate/impress the emotion/mood of the audience.

2.10 Menumbing Hill

According to Harti Yuliani (2016), Mount Menumbing (355 meters) a rather high hill in the neighborhood of Mentok (North West Banka) stands as a memorial to the history of the Indonesian nation. It was built in 1932 during the DUTCH occupation period by Bangka Tin Winning Bedrijf (BTW) as a V.I.P. Guest House on the top of Mount Menumbing, which is about 445 M above sea level. Our former President Soekarno and the Vice President Moh. Hatta stayed in the guesthouse during their exile in 1949. Foreign missions came there for negotiating with our former President; the plane from UNCI (United Nations Commission for Indonesia) flew back and forth from Jakarta to Bangka Island during that period. This place is also called as Wisma Ranggam. The room, which was used, by the late President as well as his car is still can be seen in the building. Many Indonesians still like to visit this place of pilgrimage and see the well-kept personal belongings of the two former leaders, which are still in the compound.