

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

Sugiama (2002) states that tourism is a combination of activities and the provision of services both for the needs of tourist attractions, transportation, accommodation and other services intended to fulfill the needs of person or group of people. The journey that they do only temporarily leave their place of residence with the intention of resting, doing business or for other purposes. Meanwhile, Mathieson and Wall (1982) defines tourism as the temporary movement of people to destinations outside their normal place of work and residence, the activities undertaken during their stay in those destinations and the facilities created to cater their needs. And according to Soekadijo (2003:10) tourism means that displacement of people for a while to destinations outside the places where they normally live, work and their activities during stay at the destination.

In other words, tourism is the activities of persons travelling to and staying in places outside their usual environment with intention of resting, doing business or for other purposes.

2.1.1 Type of Tourism

According to Muljadi (2009), there are types of tourism which are known by general public, as follows:

- 1) By the number of people who travel
 - a) Individual tourism. It is when the person or group of people in a travel tour to conduct their own and choose a tourism destination along with its program and the implementation is done alone.
 - b) Collective tourism. It is a travel business that sells the package to anyone who is interested, with the obligation to pay a certain amount of money.
- 2) By travelling motivation
 - a) Recreation tourism. It is a form of tourism to rest in order to recover the physical and spiritual freshness and relieve fatigue.

- b) Pleasure tourism. It is a form of tourism conducted by people who leave their homes for vacation, to seek fresh air, to fulfill their will, to enjoy entertainment and so on.
 - c) Cultural tourism. It is a form of tourism characterized by a series of motivations such as the desire to learn customs and ways of life of the people in other countries, studies or research on discovery, visiting ancient relics, etc.
 - d) Sports tourism. This form of tourism can be divided into 2 categories, as follows:
 - 1. Big Sports Event. It is big sports event that attract attention, both athletes and fans/supporters.
 - 2. Sporting Tourism of the Practitioners. It is a form of exercise for those who want to practice, such as climbing mountain, riding horse, fishing and so on.
 - e) Business tourism. It is a form of tourism undertaken by entrepreneurs or industrialists, but they only want to see the exhibitions and often take and use the time to enjoy the attractions in the countries that they visit.
- 3) By time of visiting
- a) Seasonal tourism. It is a type of tourism that the activities take place in certain seasons like summer and winter.
 - b) Occasional tourism. It is a tourism activity organized by linking the events or the certain events, such as Galungan in Bali and Sekaten in Yogyakarta.
- 4) By the object
- a) Cultural tourism. It is a type of tourism caused by the attraction of art and culture in an area/place, such as relics of ancestors, ancient objects and so on.
 - b) Recuperational tourism. It is a people who travel on purpose to cure a disease.

- c) Commercial tourism. It is a trip associated with trading such as the implementation of expo, fair, exhibition, etc.
 - d) Political tourism. It is journey undertaken with the aim of seeing and witnessing events or event related to the activities of a country.
- 5) By the transportation equipment.
- a) Land tourism. It is a type of tourism which in its activities using land vehicles such as buses, trains, private cars or taxi and other land vehicles.
 - b) Sea or river tourism. It is a tourism activity that use water transportation facilities such as ships, ferry etc.
 - c) Air tourism. It is a tourism activity that uses that tools of air transportation such as airplanes, helicopters and so on.
- 6) By the age
- a) Youth tourism. It is a type of tourism developed for teenagers and the price is relatively cheap and uses the youth hostel accommodation facilities.
 - b) Adult tourism. It is a type of tourism followed by elderly people. Generally, people who travel this type of tourism are those who are retired.

According to Ismayanti in Pranata (2012:10), the types of tourism are divided into several types, namely as follows:

- 1) Culinary tourism. This tour is not solely to satisfy and pamper your stomach with a variety of special dishes from tourist destinations, but also get interesting experiences that are also motivated.
- 2) Sport tourism. This tour combines sports activities with tourism activities. Activities in this tour can be in the form of active sport activities requiring tourists to perform direct body movements. Other activities are called passive activities where the tourists do not exercise, but become a connoisseur and just a sports lover.
- 3) Commercial tourism. Tourists who travel to visit exhibitions and commercial fairs such as industry exhibition, trade shows and so on.

4) Marine tourism. A trip that is much associated with water sport such as lakes, beaches and sea.

5) Industrial tourism. The trip is carried out by a group of students , lay people to an industrial place with the intent and purpose of conducting research.

6) Honeymoon tourism. A journey made for newlyweds who are on their honeymoon with special and individual facilities for the enjoyment of travel.

7) Nature reserve tourism. Many types of tourism are organized by agents or travel agencies that specialize in businesses by arranging tours to places or nature reserves, protected parks, mountains, regional forest and so on, whose sustainability is protected by law.

2.1.2 The Importance of Tourism

Saskahewan (2007:12) Tourism, is one of the most popular way of spending free time. It is highly developed in almost all countries, mainly because of material profits it brings. But unfortunately, there is the other side of the coin too, especially if it comes about foreign tourism.

According to Oka A. Youti in "*Pengantar Ilmu Kepariwisata*" (1997:35) said that the purpose of tourism development is as follows:

- 1) Increasing foreign exchange income in particular and the income of the state and society in general. Expanding opportunities and employment and encouraging supporting industrial activities and other side industries.
- 2) Introducing the beauty of Indonesian nature and culture.
- 3) Increasing national and international brotherhood or friendship.

From education point of view, travelling lets people to see the world, other people, cultures and traditions. It is said, that "travelling broadens" and most people consider, it does. At the same time, tourist who has not wide knowledge about world, can see the glass greener on the other side of the fence. Also economical aspect plays huge role in domestic market economy. Lot of people

works in tourist branch what is often their only source of income. What is more, there are some countries. However, if all field are example where tourism is basis of all its revenue. However, if all field are tourist-minded, prices are inflated what is huge drawback for natives.

2.2 Promotion

Kotler and Armstrong (2012) states that promotion means activities that communicate the merits of the product and persuade target customers to buy it. Additionally, Rangkuti (2010) defines promotion as a sales and marketing activity in order to inform and encourage demand for products, services and ideas from the company by influencing consumers to buy products and services produced by the company.

Based on the definitions above, the writer can conclude that promotion is the activity of communicating or informing the specification of the product or service to consumers, to encourage and persuade consumers to buy such products and services.

In the other point of view, Rangkuti (2010) states that promotional activities should be based on the following objectives:

- 1) To modify the behavior

The promotional activities aim to change the behavior of consumers by creating a good impression of the product and encourage the purchase of product, so that consumers who do not receive a product will be loyal to the product.

- 2) To inform

The promotional activities that provide information about the price, quality, buyer requirements, usability and privilege of the product to the intended market to assist the consumer in making the decision to buy.

- 3) To persuade

The promotional activities that are persuasive and encourage consumers to make purchases of the product offered. Companies

prioritize the creation of a positive impression to the consumer so that promotion can affect the behavior of buyers in a long time.

4) To remind

The promotional activities which are undertaken to maintain the product brand in the community and retain the buyer who will make a purchase transaction repeatedly.

In addition, the purpose of a promotion are to increase the sales results and make consumers to be familiar with the product or service. Based on the experts, Boon and Kurtz (2002:134) as cited in Amaliah (2013), states that the purposes of promotion are providing the information, deferring a product, increasing sales, stabilizing sales and accentuating a product value. Another expert says, “The purpose of promotion are to convey the information, positioning the products, to provide value-added and to control the sales volume.” Griffin and Ebert (1999:123-125) as cited in Amaliah (2013)

2.3 Internet

Internet is a global computer network that allows two or more computers to connect, transfer files, exchange e-mail and real-time message. Internet is the foundation for the World Wide Web. Internet is also a group of computer network that are different and interconnected around the world. All computers are connected to the internet in order to communicate with each other by using the Transmission Control Protocol / Internet Protocol. (*Tim Penelitian dan Pengembangan Wahana Komputer, 2004*), according to Abdul (2003:370), Internet is the largest network that connects millions of computers widely throughout the world and is not tied to any organization. Anyone can join the internet, connecting computer users from one country to another around the world, in which there are various information resources ranging from static to dynamic and interactive.

2.4 Social Media

The new type of promotion media that is popular to the people right now is through social media. According to Moreau (2017) world's most popular social networking sites certainly have changed over the years, and they will undoubtedly continue to change as time moves forward. Old social networks will die, popular ones will stick around as they're forced to evolve and brand new ones will appear. By using this media, also the company does not need a lot of cost to promote the product or service because the reach is quite wide among consumers. According to Dailey (2009:3) states that social media is an online content created using publishing technologies that are highly accessible and scalable. Most important of these technologies is the shifting way of knowing people, reading and sharing news and searching for information and content.

In addition, social media has various characteristics, positive and negative functions and impacts that support a person using social media.

The followings are some special characteristics of social media given by Purnama (2011:116):

- 1) Reach: the reach of social media from a small scale to a global audience.
- 2) Accessibility: social media is more accessible to the public at an affordable cost.
- 3) Usability: social media is relatively easy to use because it does not require special skills and training.
- 4) Actuality (immediacy): social media can provoke the response of audiences more quickly.
- 5) Permanent (permanence): social media can replace the comments instantly or easily make the editing process.

According to Astri (2014), the positive and negative functions of social media are as follows:

1. Positive Functions of Social Media:

- a) Selling, social media is really helpful. They do not need to bother to roll out and offer their products, simply display in social media and then the consumers will come by itself,
- b) Friendship, with the many friend from different regions, it will also expand our knowledge of the region and culture outside our environment,
- c) The society, as a place from them to greet of a common origin or interest. For example, friends of school/college, friends of one office or friends with the same profession, and
- d) The source of science, this function is the best. For example like a motivator.

2. Negative Functions of Social Media:

- a) Expression of feeling, complaint such as the work that piles up, friends who do not match, the lessons are boring, the unfaithful girlfriend, some even complain about the nature of his husband or his own wife,
- b) Insinuating, mutually sarcastic in social media rather than fixing but worsening things, and
- c) Show off, is the incarnation of the arrogant term, also narcissistic. This can trigger a sense of jealousy that many people compete with each other to show who is more capable.

According to Astri (2014), the positive and negative impact of social media in life are:

1. Positive impact

- a) An event to multiply friends; can add new friends and business relationships with else,
- b) As a communication medium; simplify our communication with people, both at home and abroad, and
- c) Where to find information; many news agencies also seek to use social media as media dissemination.

2. Negative impact

- a) The appearance of a crime; many people also use social media as a tool to commit crimes such as kidnapping and fraud, and
- b) Cause the nature of opium; social media can also cause opium that can lead to the nature of the user to autism or more close to the life around.

The example of social media are Instagram, Twitter, Facebook and many other.

2.4.1 Facebook

In this case, the writer will make the tourism promotional of Rumah Oeng Boen Tjit using social media, one of them is Facebook. Xia (2009:470), state the Facebook is one of the high technologies that has been integrated into library marketing efforts. As an interactive web site, Facebook has been very popular among college students. Then, Jacobson (2010:13) defines Facebook as a better tool for “active libraries”, or libraries that host a lot of events, exhibitions, workshop and other activities as its top use is for announcements and marketing.



Figure 2.1 Facebook Logo

According to Purtoadi (2011), Facebook as social network provides benefits for company management, they are:

- 1) Easy promotional way: using social media is a easy way of online advertising. With relatively free fees that companies use, companies can promote their products to many consumers.
- 2) Identifying target markets can also be done easily by joining groups that have the same interests and needs.

According to Puntodi (2011), Facebook features can be used as promotional tools such as:

- 1) Connecting : the most important role of social networking is connecting (connecting) two or more people. Facebook emphasizes the relationship between marketers and the wider community. Facebook makes it easy for consumers to connect with marketers.
- 2) Status update: status that is commonly used to express any idea or writing to promote, by writing something related to the product or service of a company, besides that the status update can include the link to the company's website.
- 3) Upload photos or videos: the menu uploads photos or videos on Facebook can be used to promote. By uploading photos or videos of products that you want to offer, marketers can tag photos or videos of products that you want to offer, marketers can tag photos with names of friends on Facebook. This, members in Facebook can see photos that have been uploaded
- 4) Wall: wall can be used as a domain link to be given posts that match your web topic. Both the wall itself and the walls of others. This other members who see will be interested in clicking so that it will be directed to the website.
- 5) Group: create a community group that matches the topic of the company website, then the group can invite friends to join the group belonging to the company. Write on the wall something interesting and useful. If more and more people enter the group, the more people will visit the company website.

- 6) Photo: Facebook's photo-sharing feature makes Facebook social networking sites popular. You can upload photos / images and tags of the people in the photos / pictures with their names and also have a photo available to comment on the photos. Promotion can also be done by push social networking users to take pictures with their products and post the photos.
- 7) Fan page: website promotion or online business can also use fan pages. Create a fan page that is connected to the company website.
- 8) Chat: the chat feature can be used to promote a website by inserting a website address if you are discussing with members.

In short, Promotion through Facebook social network contains social, share, and speed that can help achieve the success of companies promoting their products. Social means how someone connects with others and shares with each other. Then from this connection, a "share" activity is born where someone shares his experience with others through text, video, photos made through Facebook. In addition to the "social" and "share" aspects, the use of social media as a place to promote products through speed or "speed", namely how Facebook can provide information quickly exceeds the speed of promotion through print media

2.4.2 Instagram

Besides Facebook, the examples of social media is Instagram. Instagram is a photo sharing app that allows users take photos, apply digital filters and share them with different services social networks, including Instagram's own.

Instagram comes from the understanding of the overall function of this application. The word "insta" comes from the word "instant", like a Palaroid camera that in its time is better known as "instant photo". Instagram can also display photos word "telegram", where the working of telegram itself is to send information to other quickly. Same case with Instagram that can upload photos by using the internet network also the information to be conveyed can be received quickly. That's why Instagram comes from instant-telegram.

The social inside Instagram is to be following other user accounts, or have Instagram followers. This communication between fellow users Instagram itself can be established by giving a sign like and also comment on photos that have been uploaded by other users. Followers also become one of important elements, where the number of likes of followers strongly influences whether the photo can be a popular photo or not. To find friend in Instagram, you can also use your friends who also use Instagram through social networks like Twitter and Facebook.



Figure 2.2 Instagram Logo

Based on Pratama (2015), the purpose of Instagram as a promotion media is as follows:

- 1) With the existence of social media Instagram then marketing sale of goods or services online becomes easier and effective.
- 2) Customer gets information about product or service complete and up to date easily.
- 3) Instagram is well integrated and very effective because it is seen from the many interests of buyers with ease of marketing and sees the product or service itself.

- 4) By creating Instagram as a means of online sales transaction with consumers or customers.

2.4.3 Twitter

According Brian J. dixon (2012:40), “Twitter is a microblogging messaging service that limits you to 140 characters per message, including spaces and punctuation to you update content”.

Based on Chris Brogan (2010:99), “twitter is a great place to share ideas, and idea bank, a place to gather information, to inspire thoughts, or to see what your friend are doing”.

Twitter is an online social networking and microblog service that allows users to send and read text-based messages of up to 140 characters. Since its launch in 2006, twitter has become one of the ten most visited sites on the internet. Twitter is experiencing rapid growth and is rapidly gaining popularity throughout the world. As of January 2013, there were more than 500 million of whom were active users. The high popularity of Twitter has caused this service to be used for various purposes in various aspects, for example as a means of protest, political campaigns, learning facilities, emergency communication media and also promotion media.

Most companies present on Twitter, Twitter is easy, only requires a little time, and can make its members quickly become the topic of conversation, and increase sales and consumer knowledge. Companies can use Twitter to submit bids or preach events, promote new posts on the blog, or connect readers with links that contain important news. (Zarrella:2010)

According to Gusnelius (2011:84), Twitter has content that companies can use to promote their products, they are:

- 1) Following: when someone follows someone on twitter, that user will see the tweets of the person they followed in the timeline, and if the person followed follows the user, he will also see the user's tweets. The

number of followers is the number of people who are potentially exposed to user tweets, increasing the reach, users need more followers.

- 2) Tweeting: Twitter was originally intended as a way to answer the question "what are you doing? "However, in practice many people tweet about their lives so this makes tweets more useful for marketers to tweet about new content, offer, post news, and answer questions from other users.
- 3) Replies: Twitter conversations are performed with the character "@" for tweet replies. If the tweet starts with an @ sign, only the person who follows the user and the person who tweeted will see the contents of the tweet on the timeline.
- 4) Retweets: the most powerful mechanism for marketers where if a user wants to copy and paste other users' tweets, in this way, messages can spread via twitter, reaching tens or hundreds of times more. This is useful for asking followers to retweet something that has been posted. TweetDeck is a twitter client that has a retweet button, so it has a standard de facto format for retweeting.
- 5) Trending topics: Twitter develops an algorithm that can detect words and phrases up to three words long and highlight the words that are most talked about at one time. Trending topic is a barometer from the Twitter community about the topic of what many people are talking about on Twitter.



Figure 2.3 Twitter Logo

2.5 The Role of Social Media in Tourism

Social media and its growing role in tourism has been increasingly an emerging research topic. From information search to decision making behaviors, social media plays a significant role in many aspects of tourism. Social media also plays a significant role in tourism promotion and helps the tourism service providers in focusing on best practices through the feedback they get from tourists and public through social media. Social media is considered to be an important strategy in order to market tourism products (Zeng & Gerritsen, 2014)

In the tourism industry social media has altered the landscape of marketing. Today, most of the travelers determine their travel plans based on social media shares and review, this making online customer service a crucial part of building a positive brand reputation. Emergence of social media has disrupted the traditional customer service models.