

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

2.1.1 Tourism

According to the Central Government of Indonesia (2025), tourism is a variety of tourist activities supported by facilities, infrastructure, and services, with attention to tourists' needs. Eddyono (2021) explained that tourism is the study of people who travel from their place of origin for an indefinite period; it is also tied to services that meet needs during the trip, as well as its economic, environmental, and socio-cultural impacts.

Experts and legislation define tourism as an activity in which people leave their place of origin, and this activity requires preparation for all its needs, such as facilities, infrastructure, and services. Tourism services can then impact the economy, environment, and socio-culture of the local community.

Tidar, Muryani, and Ahmad (2022) explain that Kulonprogo Regency's tourism potential is diverse, both in its physical environment and socio-cultural aspects. Based on tourism types, Kulonprogo Regency's tourism potential includes marine tourism, nature tourism, artificial tourism, and cultural tourism. The characteristics of tourist attractions in Kulon Progo are natural tourist spots because Kulon Progo Regency is adjacent to mountains and beaches, the tourist attractions available are beaches, reservoirs, caves, and mountains. Nature tourism directly intersects with Kulon Progo Regency's geographical location. The tourist attractions closest to Yogyakarta International Airport are Pantai Glagah and Pantai Congot. Both are located on the same coastline and just next to each other. Each beach has its advantages and uniqueness. Pantai Glagah has lagoons that domestic and international tourists can visit. This beach is quite famous in Kulon Progo Regency and is often visited by local tourists during vacation time.

Definition of tourism based on Central Government of Indonesia (2025), tourism is a variety of tourist activities supported by facilities, infrastructure, and services with attention to the needs of tourists. Eddyono (2021) explained that

tourism the study of humans who travel by leaving their place of origin for an indefinite period of time, tourism itself is tied to other things such as services to meet needs during the trip, and its economic, environmental, and socio-cultural impacts.

2.1.2 Yogyakarta International Airport (YIA)

Yogyakarta International Airport is located in Kulon Progo Regency, Yogyakarta. The airport was inaugurated in 2020. This year marks six years of Yogyakarta International Airport providing services to passengers. This airport was built to replace Adisutjipto Airport, which had limited land to accommodate many passengers, because Yogyakarta International Airport covers an area of eight hectares. Fatimah and Rahayu (2023) said Yogyakarta International Airport (YIA) officially began construction on January 27, 2017, which was marked by the procession of "Babat Alas Mawung Kridha", namely the placement of red stones carried out by the President of the Republic of Indonesia, Joko Widodo (Public, 2017). YIA airport began operating on April 29, 2019, but the airline's activities were fully transferred on March 29, 2020. President Joko Widodo then inaugurated the airport on August 28, 2020. YIA covers approximately 600 hectares and has a passenger capacity of about 20 million per year. Yogyakarta International Airport is one of the airports with the largest green spaces in Central Java. It also features architecture that reflects Javanese culture, especially its icons. Yogyakarta International Airport features several icons from the entrance to the interior, such as the *Joglo Semar Tinandhu*, the *Hamemayu Hayuningrat* statue, the *Gunungan*, and others. The airport blends Javanese culture into its architecture to introduce domestic and international passengers to Javanese culture, especially Yogyakarta culture.



Figure 2.1 Yogyakarta International Airport



Figure 2.2 The Location of Yogyakarta International Airport

Yogyakarta International Airport has adequate transportation access, including airport trains that connect the city of Yogyakarta with Kulon Progo Regency, as well as other options such as DAMRI buses, taxis, and transportation through online applications. Khasanah and Azhar (2023) state that the airport train is intended for people who travel to the airport and use air transportation services. The airport train is equipped with various facilities, including a special waiting area for Airport train passengers, ticket vending machines, and passenger service rooms, such as counter service facilities, customer service, health and lactation rooms, and security posts. This effort is intended to provide comfort to customers, and it is expected that the whole community is more enthusiastic and interested in using this

transportation to support travel to Yogyakarta International Airport and daily mobility.

Fatimah and Rahayu (2023) state that a region can develop optimally by having adequate facilities and infrastructure, such as highways, electricity, telephone, terminals, stations, ports, and airports. Infrastructure has a strategic role in economic development, so the better the infrastructure available, the higher the economic development. Eddyono (2021) said that infrastructure is one of the components of the tourism offer. Infrastructure is the third pillar of tourism provision. There is a difference between transport infrastructure at the destination and Public Utilities. The main elements of the infrastructure group are highways, railways, transport services for sightseeing tours, airports, cruise terminals, ports, local transport networks, taxis, and parking facilities. At the same time, public utilities required by a tourist attraction include electricity, water supply, health care, communication networks, sewage, sewage disposal, water treatment, among others.

Based on studies showing that infrastructure is the main factor that must be met properly, Kulon Progo Regency already has the infrastructure, namely Yogyakarta International Airport (YIA). Every year, the airport continues to improve and update. Yogyakarta International Airport can increase the number of passengers who fly to and arrive at Yogyakarta International Airport. Yogyakarta International Airport has adequate transportation to connect Kulon Progo Regency with Yogyakarta City by using airport trains.

2.1.3 Pantai Glagah and Pantai Congot

The tourism destinations closest to Yogyakarta International Airport are Pantai Glagah and Pantai Congot. Both are located on the southern coastline and are adjacent to each other. Although next to each other, each has its own uniqueness. According to Tidar, Muryani, and Ahmad (2022), marine tourism in Kulonprogo includes mangrove forest tours and beaches, among which are Pantai Pasir Kalilangu, Pantai Congot, Pantai Trisik, and Pantai Glagah. These beaches have become increasingly recognized for their natural beauty, strategic value, and natural

resources that can serve as research material or tourist destinations. Pantai Glagah and Pantai Congot are tourism destinations near Yogyakarta International Airport.

Putra, Prasetya, and Santoso (2023) say Pantai Glagah is characterized by a stretch of black sand with a fine texture and large sea waves. The very large and strong waves often cause erosion during high tide. Pantai Glagah directly borders the Serang River. The study says Pantai Glagah is one of the beaches with black sand and also directly borders the Serang River; because of that, Pantai Glagah is adjacent to the lagoon, enhancing its uniqueness.

Tidar, Muryani, and Ahmad (2022) explain that Pantai Congot has breakwaters, fishing and angling activities, seafood culinary tourism, a small mangrove forest area, and also views of the Yogyakarta International Airport runway. For this reason, Pantai Congot has uniqueness that can distinguish it from other beaches. Based on the study, Pantai Glagah and Pantai Congot each have unique features that can add value and serve as tourism recommendations for domestic and international tourists visiting Yogyakarta International Airport.

2.1.4 Short Trip

Short Trip consists of two words, namely “short” which means short or short, then the word “trip” means a trip or vacation. According to Nugraha (2025), a short trip means a short vacation. This short vacation is the time used in doing very little vacation. A Short trip is a short vacation trip, usually lasting only 1 to 3 days. This type of vacation is suitable for weekends or short holidays. If it is concluded then the short trip is a short vacation that is done one to three days.

2.1.5 Interactive Video

Wibowo and Asteria (2023) explained interactive videos are a highly effective medium for educational purposes, as they provide audiovisual content that covers instructional material, including theories, principles, and basic concepts. That facilitates understanding of the subject matter.

Interactive videos represent a significant modality for the promotion of hidden tourist attractions. These audiovisual presentations serve to familiarize

potential visitors with such sites and subsequently enhance their visibility, thereby encouraging tourism to these destinations.

2.1.6 The Importance of Script in Interactive Video

Rahmah et al. (2025) explained that a script serves as a means of communication that conveys messages both implicitly and explicitly. The script itself serves as a basic concept, a guiding framework, and a point of reference for the production process. Consequently, the script serves as a reference for the director and other crew members during production.

Admaja and Sonita (2022) state that a script is the fundamental essence of a video narrative. It serves as a foundational document that articulates the director's vision and outlines the cinematic methodology to be employed. The script plays a crucial role in the video production process, regardless of the director's and production team's capabilities. Furthermore, the production process transforms the written script into a dynamic visual representation.

From both sources, it can be concluded that a script is an important part of the video production process, as it contains an idea, a storyline, or a plot, and serves as a guide for video production. A script is important because it contains the main idea and outlines each part of the video. A script guides the creation of a video. The main idea, which starts as mere text, is then transformed into a medium that combines sound and images.

2.1.7 Youtube

The video upload platform is YouTube. The selection of YouTube as a medium for promotion and information sharing is due to its accessibility to anyone, anywhere, supported by technological developments that increasingly facilitate the dissemination of information through the digital platform YouTube. According to Yuniati, Suyuthi, and Hakim (2021), YouTube is a website commonly used to share or watch videos posted by various parties. The benefit of the YouTube platform is that it allows viewers to publish, view, and share video clips. YouTube shows how internet technology has evolved from a read-only web to one that can be seen and

watched (Yuniati, Suyuthi & Hakim, 2021). The purpose of utilizing YouTube as an information and communication technology medium is to create conditions and an atmosphere of promotion that are attractive, enjoyable, and interactive (Wijaya & Okta, 2021). Anyone can easily access information when it is available. Recent advancements in the digital era have made it easier for travelers to learn about goods and services at destinations, which has become a particular concern for destination marketers (Meranggi, Mandira, Kusuma & Wijaya, 2023).

Based on the study above, the researcher concluded that choosing the YouTube platform has many benefits that are suitable for the development of this product. In addition, using the YouTube platform does not incur any fees, so it does not add additional costs for publishing videos.

2.2 Previous Studies

The purpose of previous research is to identify gaps or differences between prior research and this research to develop the product. When developing a video, it is important to understand the differences and shortcomings of videos from previous research in order to create a better and more effective video. Therefore, previous research on the same product is needed.

The research title "Creating a Promotional Video for the Patiayam Archeological Site Museum to Increase Tourists' Interest" by Suseno (2024) highlights a common goal behind the creation of this video: to serve as a medium for increasing tourists' interest in visiting a tourist attraction. The location is in Kudus, Central Java. The archeological museum specializes in collecting fossils or bones from animals, humans, or plants. Next is the research "Penggunaan Media Video Promosi sebagai Sarana untuk Mengenalkan Potensi Wisata di Kawasan Danau Toba: トバ湖エリアの観光の可能性を紹介する手段としてのプロモーション映像メディアの活用" by Sinaga (2023) This research location is around Toba Lake, North Sumatra and the video introduces the hidden place around Toba Lake and also promotes tourism to domestic and international tourists. The latest research from Pujawati and Nurdiana (2022), entitled "Pembuatan Video Interaktif Promosi Sekolah Menggunakan Metode MDLC MTs Negeri 13

Majalengka", discusses how to create interactive videos as a promotional medium and includes evidence of video quality.

Of the three studies, few discussed Pantai Glagah and Pantai Congot, which are located near Yogyakarta International Airport. The two beaches are quite close to the airport, approximately 7 to 8 km away. Therefore, in terms of location, these beaches are very suitable for tourists on vacation in Kulon Progo, on a short trip, or stopping briefly around the airport or in Kulon Progo. In addition, Pantai Glagah and Pantai Congot have their own beauty and uniqueness, making them worthy of recommendation as tourist destinations. Based on previous studies and the research background, the researcher decided to create a product that can promote, introduce, and deliver information effectively and in an easily understandable way for everyone, and that is accessible to all people, anywhere and anytime. The researcher decided to create and develop an interactive video to promote, branding, and provide information about tourism recommendations near Yogyakarta International Airport.