

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

2.1.1 Tourism

Tourism is a travel activity usually carried out by individuals or groups that involves a temporary move from a place of residence to a specific destination for a specific purpose and within a certain time (Fatmah et al., 2024). Tourism includes several interrelated components, such as tourists as the main actor, destinations, transportation, and accommodation as supporting facilities. This definition states that tourism is not only related to the movement of a person from one area to another, but also related to the experience gained while in the destination area (Semenov & Masniuk, 2022). Tourism is also grouped based on its main attractions or focuses, such as natural tourism, culture and history, culinary, religious, education, recreation, etc (Minarsi et al., 2026).

In its development, tourism has also undergone significant changes after the advancement of digital technology. Tourists also tend to use digital media technology as the main source of information about the destination to be visited (Nurhidayanti, M., 2026). In recent years, natural tourism has become one of the types of tourism that is in great demand, both by domestic and foreign tourists (Darsana, Kartimin, Mariani & Parwati, 2024). Natural tourist attractions that are easy to visit in the area around the airport are Pantai Glagah and Pantai Congot, which are natural tourist destinations with different characteristics but complement each other. Pantai Glagah excels with lagoons, tetrapods, and complete tourist facilities, while Pantai Congot offers a more natural, calm atmosphere, as well as attractions in the form of river mouths, marine culinary products, and sunset panoramas (Supriyanto 2022). The two beaches have the potential to become leading tourist destinations that can attract tourists while supporting the development of the tourism sector in Kulon Progo Regency.

2.1.2 Yogyakarta International Airport

Yogyakarta International Airport is an international airport located in Temon District, Kulon Progo Regency, Special Region of Yogyakarta. Construction of YIA

began in 2018 by PT Angkasa Pura I as part of a national strategic project to improve connectivity in the southern region of Java Island. The airport began operating in stages on May 6, 2019, for domestic flights, then all commercial flights from Adisutjipto Airport were moved to YIA on March 29, 2020. The presence of YIA is expected to support the growth of the tourism, trade, investment, and economic sectors of the Special Region of Yogyakarta and southern Central Java.

Airports are air transportation facilities used as aircraft take-off and landing places, as well as a center for passenger and goods mobility. In the context of tourism, airports can be seen as one of the supports that facilitate accessibility to a destination. In addition, airports also function as a means of mobility distribution that makes it easier for tourists to move from one area to another. (Destination and Transport Geography, 2023).

Yogyakarta International Airport is also one of the airports that has a role as the main entrance to the Special Region of Yogyakarta through air. The existence of this airport supports tourist mobility and opens opportunities for the development of tourist destinations in the area around the airport, especially in the Kulonprogo area. The airport is located outside the city center; its existence can open up opportunities for the development of destinations in the area around the airport. (Srimaryani & Muhammad, 2024).

Based on its role, Yogyakarta International Airport not only serves as an air transportation service provider, but also as a useful tourist information distribution point to introduce various potential destinations in the area around the airport, especially for tourists who land at Yogyakarta International Airport for the first time. (Wibowo & Purnama, 2024).



Figure 2.1 Yogyakarta International Airport

2.1.3 Short Trip

A short trip is a tourist activity that is carried out for a limited time, so it requires efficient planning. Travelers need information that is fast, practical, and easy to understand to make the most of their travel time. Therefore, this video is designed as an information medium that helps tourists plan short trips more efficiently. The factors that cause tourists to prefer short trips besides time constraints are more affordable costs and travel flexibility (Lestari, Adiatma & Dhamayanty, 2026).

As technology develops, information needs are no longer met only through conventional media, but also through digital media such as YouTube, which is easily accessible to anyone. Through this platform, information can be conveyed concisely, clearly, and attractively, making it easier for tourists to plan trips according to their time (Fadhil, Candra, Arief, Kristiadhi & Dhahiyat, 2025).

2.1.4 Pantai Glagah

Pantai Glagah is one of the leading tourist destinations located in Glagah Village, Temon District, Kulon Progo Regency, Special Region of Yogyakarta. Its location in the southern coastal area and adjacent to Yogyakarta International Airport (YIA) gives Pantai Glagah easy access for tourists, both domestic and foreign. The relatively short distance from the airport makes Pantai Glagah one of the potential destinations for tourists with a short trip time. In addition to having easy access, Pantai Glagah also offers various tourist attractions that are able to provide a diverse recreational experience. One of the attractions at Pantai Glagah is Nambangan Park, an open area that can be used for various outdoor activities, such as camping, outbound activities, and family recreational activities. This area is one of the

alternative tourism attractions that provides the experience of enjoying the coastal natural atmosphere with adequate facilities.

Pantai Glagah also has Laguna Glagah, which is a natural lagoon that is one of the tourist icons in the area. This lagoon offers a panoramic view of calm waters with beautiful natural scenery, so it becomes an attraction for tourists. Visitors can enjoy the beauty of Laguna Glagah through various water tourism activities, such as renting canoes and boats to go around the lagoon area. Water tourism is an added value that distinguishes Pantai Glagah from several other beach destinations in Kulon Progo Regency. In addition to providing a diverse recreational experience, these activities also enrich the choice of tourist attractions that can be enjoyed by tourists from various walks of life (Isdarmanto & Soebiyanto, 2018)

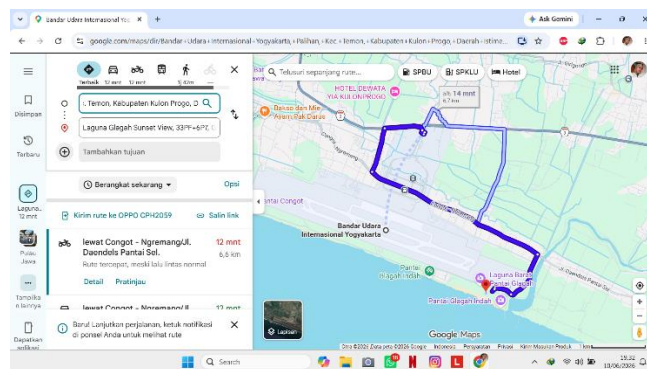


Figure 2. 2 Pantai Glagah Location

2.1.5 Pantai Congot

Pantai Congot is a coastal tourist destination located in Kulon Progo Regency, Special Region of Yogyakarta. Its location is not far from Pantai Glagah, making the two destinations can be visited in a series of tourist trips. Access to Pantai Congot is also relatively easy because it is around the Yogyakarta International Airport area, so it is one of the alternative destinations for tourists who want to enjoy the beach atmosphere with a short visit time.

One of the main attractions of Pantai Congot is the existence of a breakwater (tetrapod), which is located close to the breakwater of Pantai Glagah. The breakwater structure not only protects the coastal area from abrasion, but also

becomes one of the objects that many tourists use as a photographic background because it has interesting visual characteristics.

Pantai Congot also has a viewing point which is one of the favorite locations for tourists to enjoy the coastal panorama as well as do *plane spotting* activities. From the lookout, tourists can watch planes taking off or landing at Yogyakarta International Airport with relatively close visibility. This activity is one of the unique features of Pantai Congot that is not widely available at other beach tourist destinations.

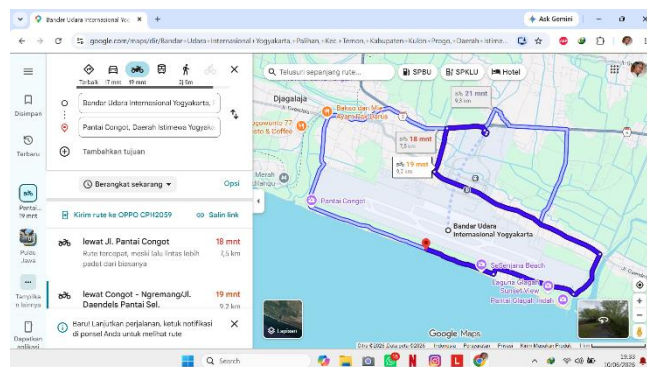


Figure 2. 3 Pantai Congot Location

2.1.6 Interactive Video

Video is an audiovisual communication medium that conveys information through a combination of moving images, sound, and text. Video media has the advantage of presenting information that is more dynamic and interesting than text; it also makes it easier for tourists to get a real picture of a destination through direct visualization. Video media is also a support that is equipped with information presented in the form of text, audio and images (Apriyani, Rohadi, Amala, & Savira, 2024).

Videos can also help provide additional information such as the atmosphere of the destination, activities that can be done, and experiences that tourists may get, as well as tips and tricks for visiting the destination. This can make video a medium that can strengthen the message conveyed in the main media. In this digital era, interactive video can be one of the audiovisual media that interact directly through

the content presented. Interactive videos can also give users the freedom to choose information according to their needs and interests. In the field of tourism, the use of interactive video can also help local and foreign tourists obtain faster, more interesting, and structured destination information through a combination of video visuals, audio, and narration. (Lestari, Sasmita & Wahyuni, e2024).

Therefore, this interactive video also has the potential to be an effective information medium for tourists who have a short travel time around Yogyakarta International Airport, because it can present practical and easily accessible destination information. Through a combination of moving images, audio, and narration, it can increase tourists' interest in tourist destinations around Yogyakarta International Airport.

In addition, the development of multimedia technology also presents the concept of interactive video, which allows more communicative information to be conveyed. Interactive video is not only a medium for promotion, but also a medium that can provide a more engaging viewing experience for the audience. Based on the description above, this study aims to design an interactive video that serves to introduce tourism around Yogyakarta International Airport, especially at Pantai Glagah and Pantai Congot. It is hoped that this interactive media can help introduce tourism around Yogyakarta International Airport to tourists with a short travel time.

2.1.7 Video Making

Variations in video shooting techniques play an essential role in determining the visual quality and communicative effectiveness of a video. Each shooting technique provides a different perspective, composition, and framing, which influence how information is presented and perceived by the audience. The appropriate selection of shooting techniques can enhance the visual appeal of a promotional video while effectively highlighting the characteristics and attractions of a tourism destination. The following are several video shooting techniques commonly used in video production (Kotiliar, Mykhalov & Pereiaslavets, 2022)

a. Establishing Shot

Establishing Shot is a shooting technique with wide-area coverage to introduce the location or environment before entering the main scene (Silalahi & Pranata, 2026). Through this technique, the audience obtains initial information about the setting of the place so that they are able to understand the relationship between scenes more precisely. In addition, Establishing Shot functions to build a narrative transition from one location to the next so that the storyline feels more logical and easier to follow (Citation).

b. Extreme Long Shot (ELS)

Extreme Long Shot is a shooting technique with a very long camera distance, so the environment becomes the dominant visual element while the main object appears relatively small (Danar & Santoso, 2026). The use of Extreme Long Shots aims to show the scale of a location while also illustrating the relationship between the main object and the surrounding environment. This technique is widely used in tourism videos because it can show the characteristics of the area as a whole.

c. Long Shot (LS)

Long Shot is a shooting technique that displays the entire object and most of the surrounding environment (Azizah, Wirakusumah & Prastowo, 2025). Long Shot aims to show the object in its entirety without losing information about the surrounding environment. Thus, the audience can understand the ongoing activity as well as know the condition of the location where the activity is carried out.

d. Point of View (POV)

Point of View (POV) is a shooting technique that places the camera as if it were a person's point of view. This technique is also used to increase emotional closeness (audience engagement) because the point of view used is identical to the human view. Lazar (2025) explained that shooting that follows the character's perspective can strengthen the visual experience and make it easier for the audience to connect with the storyline being conveyed.

e. Eye Level Angle

Eye Level is the angle of shooting with the camera positioned parallel to the height of the human eye. (Tama & Prasetya, 2025) explained that shooting Eye Level is used to produce a realistic perspective so that objects are seen as seen by humans in everyday life. This technique also aims to avoid the impression of dominance or inferiority towards objects.

f. Tracking Shot

Tracking Shot is a shooting technique with the camera moving following the direction of the object or travel path. This technique is used when the camera follows the vehicle to the tourist site. The tracking shot aims to build the impression of a journey so that the audience feels the experience of moving from one location to another. This technique is also used to maintain visual continuity between scenes.

g. Panning Shot

Panning Shot is a technique of moving the camera horizontally from left to right or vice versa without moving the camera position (Muzakki & Adiprabowo, 2025). This technique is used to show a panorama of the lagoon. The use of Panning aims to show a large tourist area without having to move the camera. In addition, this technique is used to gradually direct the audience's attention to various objects in a single scene.

h. Static Shot

Static Shot is a shooting technique with a fixed camera position without movement (Siahaan, Komariah & Gumilar, 2025). This technique is used when displaying airport signage and tourist area signage. Static Shots aim to focus the audience's attention on a specific object so that information can be received clearly. In addition, this technique is used when an object contains textual information that needs to be read by the viewer.

2.2 Previous Studies

Previous studies relevant to this research are research conducted by Iqbal (2023) entitled Making Promotional Videos for Hidden Gem Tourist Attractions in

Yogyakarta. The purpose of this research is to promote hidden gems in Yogyakarta through a promotional video, collecting data through a literature study and direct observation at tourist destinations in the Special Region of Yogyakarta. This research uses the Research and Development method. The result of this research is a promotional video uploaded on the YouTube platform which introduces several hidden destinations in the Special Region of Yogyakarta. The similarity of the research is that it jointly researches tourism in the Special Region of Yogyakarta and uses the Research and Development method.

Amalia's research (2023) with the title Development of Golden Room Promotion Videos as an Attraction of the Ranggawarsita Museum. The purpose of this research is to promote the Golden Room at the Ranggawarsita Museum by developing videos with English and Japanese subtitles to assist foreign tourists in obtaining information. The method used in this study is Research and Development using the Borg and Gall model. The results of this research are in the form of videos that have English and Japanese subtitles that are uploaded through the YouTube platform.

Both studies have the same goal of promoting destinations to domestic and international tourists through the use of video. So that it can be a reference in this research, especially in video development. The gap in this research is designing an interactive video. The title of the interactive video is " Design an Interactive Video for Tourism Destination Around Yogyakarta International Airport for Short Trip". This research is about creating interactive videos to promote hidden places. The purpose of this video is to introduce domestic and international tourists to the beautiful beaches located behind Yogyakarta International Airport, namely, Pantai Glagah and Pantai Congot. The product consisted of routes from the airport, the beauty of the beaches and the facilities available at the tourist site.

Another study, Riska, Husin & Waty (2024) with the title Development of Motion Graphic Video Media in Promoting Embung Puri Idaman Tourism in Purwosari Village. This research aims to develop motion graphic video media as a tourism promotion medium for Embung Puri Idaman in Purwosari Village, East OKU Regency. The result of this research is a motion graphic video that highlights

graphic animations, illustrations, icons, moving typography, and motion graphic elements.

Thus, the novelty of this research lies in the development interactive videos that are specifically designed as a medium for promoting alternative tourist destinations around Yogyakarta International Airport for tourists with a short visit time. The video not only displays the beauty of the tourist attraction, but also presents the travel flow from the airport to the location, provides information about tourist facilities, and offers a more realistic visual experience through the application of various videography techniques. Therefore, the resulting products not only function as a promotional medium, but also as a travel information medium that helps tourists determine tourist destinations that can be visited in a limited time.