

CHAPTER II

LITERATURE REVIEW

2.1 Website

2.1.1 The Definition of Website

Website is a place that provides various forms of information that can be used for various fields. According to Sibero (2013:11) "The web is a system related to documents used as a medium to display text, images, multimedia, and others on the internet network". As stated by Kustiyahningsih & Devie (2011: 4) the web is one of the services obtained by computer users connected to hypertext facilities to display data in the form of text, images, sound, animation and other multimedia. Based on Beki (2015: 35) concluded that the website is a collection of pages that are used to display text information, still or motion pictures, animations, sound, and or a combination of all of them, both static and dynamic which form a series of buildings that interconnected, each of which is linked to web pages.

In the opinion of Rahmadi & Luthfi (2013:1) "Websites are a number of web pages that have interrelated topics, sometimes accompanied by image files, videos or other types of files." Santoso in Rahmadi (2013:1) said that "dividing websites into right groups and left groups. In the website known as dynamic websites and static websites. The web is a medium that provides hypertext facilities to display data in the form of text, images, sound, animation, and other multimedia data. Hardjono (2006: 2) the web is a wide-area hypermedia system intended for universal access. One of the keys is the ease with which a person or company can be part of the web contributing to the web.

Based on the explanation above, the writer can conclude that the website is a system that contains various digital pages that provide a number of information in various forms which are related to each other to achieve the main goal of a website itself.

2.1.2 The Function of Website

Websites have various functions, depending on the purpose and type of website built, but in general they can function as (Ali Zaki, 2009):

1. Promotional Media

As a promotional media, it can be divided into main promotional media, for example a website that functions as a search engine or online store, or as a support for the main promotion, but a website can contain more complete information than offline promotional media such as newspapers or magazines.

2. Media Marketing

In an online store or affiliate system, the website is a pretty good marketing medium, because compared to stores as in the real world, to build an online store it requires relatively smaller capital, and can operate 24 hours even though the website owner is on break or not at work. place, and can be accessed from anywhere.

3. Information Media

Portal websites and online radio or tv provide information that is global in nature because it can be accessed from anywhere as long as it can be connected to the internet, so it can reach a wider range than conventional information media such as local newspapers, magazines, radio or television.

4. Educational Media

There are communities that build special websites containing information or articles that are loaded with scientific information, such as wikipedia.

5. Communication Media

Now there are many websites built specifically for communication such as forums that can provide facilities for members to share information or help solve certain problems.

Based on the description above, the writer can conclude that the website has various functions according to the place and conditions it is used, and how it is used and also these functions certainly have their own advantages and disadvantages compared to other media.

2.2 Design

2.2.1 The Definition of Design

Design activities are things that must be done before producing a concept or product. It was stated by Sachari and Sunarya (2001:10) that “Design is a physical translation of social, economic, and governance aspects human life, and is a reflection of the culture of the era. Design is a tangible manifestation of culture, design is a product of values that apply at a certain time.

"Design is a creative process in solving a problem in terms of the design of an object that is functional or aesthetic. Which in principle looks at the technical aspects, functions, materials, without releasing the elements of color, line, texture, balance composition, and form” Beta (2008: 5).

Definition of design according to Ulrich & Eppinger (2008: 190) based on a statement from the Industrial Designers Society of America (IDSA) is a “professional service in creating and developing concepts and specifications that optimize the function, value, and appearance of products and systems to each other benefits between users and producers”.

Based on the explanation above, design is an idea mapping plan made by a person or group of people regarding a concept of a system or product, by considering and paying attention to various aspects according to the usefulness of the product when it becomes a complete product.

2.2.2 The Objectives of Design

On the authority of Ulrich & Eppinger (2008: 190) quoting from Drefyus (1967) explains that there are 5 important objectives in the product design process, including other :

1. Utility: The product used must be safe for humans,
2. humans, easy to operate/use.
3. Appearance: Unique shapes combined with firm lines and the provision of color into an attractive unit for the product.
4. Easy to maintenance: Products are designed not only limited to use, but must be designed to be easy to use maintenance and repair.

5. Low cost: The product that is designed must be able to be produced at a low cost in order to be competitive.
6. Communication: Product design must be able to apply the values of the company's philosophy and mission as a way of communicating company philosophy and mission to society.

Based on the description of the objectives of design above, there are several general objectives of a design that was made, and these objectives have an applicative use value for the product later so that it is hoped that the design objectives of the design can actually be achieved.

2.3 Planning

2.3.1 The Definition of Planning

A plan is very important in designing a concept or product. As stated by Taufiqurokhman (2008) planning is a form of activity to determine what to do and how to do it. Planning includes the act of selecting and relating facts and making and using assumptions about the future in terms of visualize and formulate proposed activities deemed necessary to achieve the best results. Tjokroaminoto in Usman (2008) states, planning is the process of systematically preparing activities that will be carried out to achieve certain goals. Atmosudirjo in Usman (2008) also argues that planning is a calculation and determination of something that will be carried out in order to achieve certain goals, who will do it, when, where, and how to do it. Planning is a rational way to prepare for the future Becker (2000) in Rustiadi (2008: 339). Meanwhile, according to Alder (1999) in Rustiadi (2008:339) states that planning is a process of determining what you want to achieve in the future and determining the stages needed to achieve it.

Based on the explanation above, planning is an activity carried out as a form of preparation in systematically preparing various things so that they can run as they should.

2.3.2 The Principles of Planning

Taufiqurokhman (2008:8) that the principles in planning are as follows:

1. Planning must really help achieve the goal, then the possibility of action what we do, there is no mistake so that it does not cause sacrifice the greater one. It can only happen if we think in advance about the action to be taken.
2. Planning must be the first activity of the entire management process (primary activity). As we have seen, planning is an absolute requirement to be able to carry out good management. Because planning here provides guidelines, guidance and direction, which is always the first activity to do.
3. Planning must cover all activities. We all know that planning is the main function of management. Thus, it means that planning must cover all activities, namely organizing, directing, coordinating, and controlling.
4. In a plan there must be alternatives, both regarding materials, time, labor, costs, and so on.
5. Planning must have the value of efficiency and savings.
6. Planning must only look at the urgent factors so that it must be clear, clear and not long-winded.
7. Planning should be easy to refine, improve, or adapt to the situation and conditions that change from time to time.
8. Must have a strategy to be accepted by all parties, so that it can be implemented properly.

Based on the description of each point above, I concluded that the principle of planning is about how the planning should be carried out, the facts contained in the planning process and various other aspects.

2.4 The Kinds of Destination

According to Pendit (1994) in Bone (2019) there are several groupings of types of tourist destinations based on tourist motives, destination locations, and people who travel.

A. Tourist Motives

1. Marine Tourism

Maritime tourism is also known as water tourism. This tour is also related to sports carried out in the water, such as on beaches, lakes, bays. Activities that are

usually carried out while doing marine tourism are fishing and surfing, sailing, rowing racing competitions, snorkeling, diving and shooting underwater.

2. Cultural Tourism

Doing cultural tourism aims to add insight and a person's view of life. In cultural tourism, especially abroad, we can see the way of life of the people in the country, learn about their customs, arts, and culture.

3. Agricultural Tourism

Agricultural tourism is a tourist trip to agricultural sites, see nurseries in the fields, plantations. Usually done in the context of study or can also just take a walk to enjoy the green plants and fresh air.

4. Hunting Tourism

Hunting tourism can be done in countries that have forest areas that can be used as hunting grounds.

5. Pilgrimage Tourism

This type of tourism is related to history, customs, and beliefs held by the local community. Most are done by groups rather than individuals. The goal is to go to holy places, eat people who are considered powerful or holy/tombs of great people, funerals of famous figures, sacred hills and mountains full of legends, and so on.

6. Nature Reserve Tourism

This tour, also known as conservation tourism, is carried out by visiting protected parks, nature reserves, areas whose sustainability is protected by law.

7. Convention Tourism

Convention tourism is closely related to politics. An example is a building where deliberations, trials, and meetings are held nationally or internationally.

B. The Destination Location

1. History Tourism

Visit various relics and historical sites, related to archeology and information related to history/past or other things.

2. Nature Tourism

This type of tourism is carried out with tourism objects in the form of natural beauty around. Our eyes will be spoiled with amazing and very beautiful natural conditions. Nature tourism that we can do include climbing, camping.

3. Religious Tourism

Doing religious tourism by visiting special places of religion, tombs, places of worship. Aims to get closer to God and learn religious traditions.

4. Educational Tourism

This educational tourism is mostly done by children and schools. The purpose of educational tourism is as a means of supporting the lessons that have been given at school. Educational tourism is expected to make it easier for children to understand the subject matter.

C. People who Travel

1. Special Interest Tourism

This type of tourism is usually done by people who have an interest in certain things and not many are interested in this one tour. Examples of special interest tourism are trekking, rafting (crossing rivers), diving (diving), hiking (climbing mountains), and so on.

2. Adventure Tourism

That tourism are carried out with tourist attractions are challenging places. Usually has rough terrain. Which includes one of the adventure tours is rock climbing, white water rafting, or down a vertical cave.

3. Tourism with Many Interests

This type of tourism is carried out by people who do not have a special interest in something. In other words, multi-interest tourism is carried out by people who have the same interests as other people in general.

Based on the explanation of several kinds of destinations above, the writer concludes that each destination is made based on the focus of each which has its own goals and benefits so that the tourism destination enthusiasts are certainly scattered.

2.5 The General Description of Desa Qur'an RTYD

Desa Qur'an RTYD is a place for education and a Qur'anic destination for orphans who carry a unique theme than usual. If usually at tahfidz houses with the theme of Middle Eastern or Arabic culture, Desa Qur'an RTYD raises the concept of nature in its learning atmosphere, especially since Desa Qur'an is very rarely located in the middle of city like Palembang. By carrying the theme of nature, this shows that Islam is not rigid and can be combined with various concepts to produce unique works. Apart from being a place to learn and as an educational destination, Desa Qur'an RTYD also has productive extracurricular activities in the field of food security which are in line with the South Sumatra provincial government program. Attention, development and promotion is very important to get from various parties so that the great potential of this place can grow rapidly and the goals can be achieved properly and this educational activity will be the provision of the younger generation in facing the upcoming demographic bonus.