CHAPTER I
INTRODUCTION

1.1   Background

In present time, there are children who like to play UNO Cards. It makes this game become very popular in the society. According to Hakim (2010), Uno game is one of the most popular card games around the world because there are action cards which have specific rules when they are played. Meanwhile Rohrig (2008: 214) states that UNO is one of the games the most famous family card in the world with enough rules easy for anyone over the age of seven. From the explanation the writer can conclude that people love this game because it is entertaining, very interactive and could arise player curiosity to know more about the places which promote the destination in directly through Uno game that could be played with friends and familyat home.

UNO is a card game played with cards specially printed. UNO in Indonesian means "ONE". Uno has color, images, symbol, numbers and 112 cards. There are 2 types of cards, ordinary cards and action cards. Action cards are cards that contain special symbols. Usually there are only 36 cards in a set. Each of them has its own function in the game. Ordinary cards have a total of 76 pieces. These numbers are very abundant and quite dominate the game. In conclusion the writer wants to modificationthe image to tourism destination image. The modification of UNO Cards is expected a good impact to increase the players curiosity to visit and to know more about the places from UNO Cards while they are playing the game.

There are several reasons why the writer chooses to modification UNO Cards. The UNO cards can be used as a promotional medium by raising the image of a particular area. This means that this card can be used as a medium to introduce a place through the image on the card. Second, introduce tourism destinations, especially in South Sumatra by inserting a picture of the destination into the card. Third, increase knowledge about tourism. While we play the UNO

cards, there are sentences that contain knowledge about tourism on the cards.

Because of those reasons the writer wants to modification UNO Cards that is expected to have a good outcome from the players and have good impact to increase the player curiosity to South Sumatera Destination. The Modified that will be carried out is to change the image and add a description of tourist attractions in South Sumatra in the UNO Cards. This modification will make them more interested in playing and they can find out what the tourist destination is by seeing and reading the description tourist destination. The description will be written in two languages, namely Indonesian and English.

In this final project report the writer is interested in participating in promoting tourism destinations through UNO cards, because promoting using UNO cards is more interesting and fun. In addition, the player can learn while playing the UNO cards. Therefore, the writer takes the title for this final report is **"A Modification of UNO Cards to introduce tourism destinations in South Sumatera"**

1.2 Problem Formulation

Based on the background above the problems formulation of this research is "how to modify UNO Cards to introduce tourism destinations in South Sumatera?"

1.3 Objectives

The purpose of this study is to know how to modify the UNO Cards to introduce tourism destinations in South Sumatera

1.4 Benefits

The benefits of this report are:

1. For the writer

   To increase knowledge about tourism destination in South Sumatera and to add the writer's experience of modification of UNO Cards to introduce tourism destinations in South Sumatera.

2. For the readers

   Giving information about how to innovate Uno card game and increasing the readers knowledge about destination in South Sumatera.

3. For English Department

   As a reference for students in English Department regarding the Modification of UNO Cards to introduce tourism destinations in South Sumatera.