

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

2.1.1 Definitions of Tourism

The definition of tourism can be viewed from various points of view. According to Suwanto (2004), tourism is a process of temporary departure from a person or more towards other places outside residence. The purposes of the visit are for various interests, such as economic, social interests, culture, politics, religion, health, curiousness, adding experience or study. According to Muljadi (2009), tourism is the overall relationship and symptoms arising from the presence of strangers and the journey is not for permanent residence and there is no connection with activities to make a living. The journey is only looking for things that are in accordance with its needs. While Sugiana (2011), states that tourism is a series of activities, and the provision of services for the needs of tourist attractions, transportation, accommodation, and other services aimed at fulfilling travel needs of a person or group of people. That trip is for a short time leaving his place of residence with the intention of resting, doing business, or for other purposes.

Based on all the definitions above, it can be concluded that tourism is an activity carried out by leaving the place of residence to tourism destination for a while and not for settling. Activity of trip aims to enjoy the services and facilities needed while outside his residence.

2.1.2 Tourism Destination

According to Hu & Ritchie (1993), “a destination is a package consisting of various tourism facilities and services which, like other service products, consist of a number of multidimensional attributes which together determine their attractiveness to certain individuals in certain choice situations.” Moreover, according to Coltman (1989:4-5), A tourist destination can be described as an

area with different natural attributes, features, or attractions that appeal nonlocal visitors. These attributes, features, or attractions can vary as much as types of tourists. For example, whereas Disneyland attracts one type of tourist (generally, the family trade), the Las Vegas casinos attract a completely different type of tourist because casinos do not have much appeal to the family trade.

According to Yoeti (1996), to make a tourism destination interesting to be visited, the place of tourism destination must develop three things. The things are what to see, what to buy, and what to do.

- a. Something to see is the objects for tourist to enjoy the view. In this case, different tourist objects with other places have their own uniqueness. Besides, it needs to get attention to tourist attractions that can be used as entertainment when people visit later.
- b. Something to buy is interesting typical to buy. It could be made as souvenirs to bring home to their respective places. In the area, there must be facilities for shopping and it must be supported by other facilities such as money changers and banks.
- c. Something to do is an activity that can be done in that place. It can make people visit feel at home when they are there.

Based on the booklet issued by the first edition of the Palembang City Tourism Office (2018), type of tourism is divided into three. They are cultural tourism, human tourism, and natural tourism.

- a. Cultural Potency Cultural potency means that all of the craft, art, the ancestor heritage like building, monument, etc. There are ten cultural elements that could become tourism destination with cultural potency, such as: craft, tradition, the history of a place/area, architecture, local food/traditional, art and music, way of life of a society, religion, linguistic, and local clothing/traditional. In South Sumatera, there are 5 tourism destinations, as displayed in table 1.
- b. Human Potency Human is also potentially useful to be tourism object from the cultural art show of that area. In South Sumatera, there are 4 tourism destinations, as displayed in table 1.

- c. Natural Potency Natural potency means that the condition of flora and fauna, the landscape of the area such as forest and beach. It will increase the visitors to come to the object. If it develops. In South Sumatera, there are 6 natural tourism destinations as shown in table 1:

Table 1

Tourism Destinations in South Sumatera

Destinations	Type of tourism	Location
Jembatan Ampera	Cultural Tourism	Palembang
Jakabaring Sport City	Human Tourism	Palembang
Pulau Kemarau	Natural Tourism	Palembang
Gunung Dempo	Natural Tourism	Pagaralam
Masjid H. Bajumi Wajab	Cultural Tourism	Indralaya
Kampung Warna Warni	Human Tourism	Lubuk Linggau
Taman Batu Organik	Human Tourism	Lahat
Air Terjun Buluh	Natural Tourism	Lahat
Pagaralam Rafting	Human Tourism	Pagaralam
Arung Jeram	Cultural Tourism	Empat Lawang
Danau Ranau	Natural Tourism	Oku Selatan
Bukit Batu	Cultural Tourism	Ogan Komering Ilir
Gua Puteri	Cultural Tourism	Baturaja
Air Terjun Bedegung	Natural Tourism	Muaraenim
Sembilang National Park	Natural Tourism	Banyuasin

2.2 Uno Card Game

Uno cards are thick, rectangular paper (for various purposes, almost the same as a ticket). Game card is a game that involves many people and usually in card games played by turn play. For this type of game, it is used in a set of cards which generally amounts to 52 cards. But some use different numbers of cards, such as UNO which is 108 cards (KBBI, 2015: 510). The card used in this study

is to innovate the Uno Card as a promotional tool and add insight into tourist destinations because uno is played by many people around the world. Meanwhile, according to Rohrig (2008: 214), UNO is one of the world famous family games with game rules which are easy enough to be played by anyone and over the age seven years.

Based on explanation about we can conclude uno card game is an item in the form of hick paper of the same rectangular shape, played with involving many people or groups and with different rules easy, and it can be played by anyone around the world.

2.2.1 UNO Card Development History

Tinsman (2002), explains that the Uno card was first made in 1971 in Reading, Ohio. The Uno cards were created by Merle Robbins, a barbershop and card lover. Merle Robbins first introduced this game to his family. In the process of development, Merle Robbins is assisted by his wife, Marie, and their son and daughter-in-law, Ray and Kathy Robbins. In 1972, Merle Robbins sold the copyright. Furthermore, Uno began to be known more widely thanks to International Games Inc. Now International Games Inc. has become part of the Mattel family.

2.2.2 UNO Playing Cards

The card game Uno is one of the most popular card games around the world. The Uno card game can be played from 2 to 7 people. There are many ways to play Uno cards. Hakim (2010) explained that the rules of the Uno card game are that each player first gets 7 cards. At the beginning of the game, one card is taken from the pile card and this card acts as a deal card. To be able to play this card, a player in the game must be able to match the number or color of the card. If it turns out that there are no matching cards, the player must take one card as a punishment. There are several action cards that can also be played. The cards are as follows:

1. Draw 2 Cards. When this card is played, the player in the next turn must take two cards. To be able to play this card, the player must match the color on the deal card.

2. Flip Card. When this card is played, the direction of the game is reversed. The game is rotated clockwise to counterclockwise. To be able to play this card, the player must match the color on the deal card.
3. Skip Card. When this card is played, the player on the next turn will not be able to play his turn. To be able to play this card, the player must match the color on the deal card.
4. Wildcard. When this card is played, the player in the next turn must play a card of the color that matches the wishes of the player who played the wild card. This card can be played at any time without having to match colors like other action cards.
5. Card Wild Draw 4. When this card is played, the player in the next turn must take four cards and the player must also play a card with the color according to the wishes of the player who played the 4 wild draw cards. This card can be played at any time without having to match colors like other action cards. When a player wants to play the second card from his hand, the player must say "UNO". If a player forgets to say "UNO" then another player can say "Capture" before the other player has played a card and the player who forgot to say "UNO" must take two cards. The winner is determined after the player finishes the cards in his hands.

2.3 Modification

The author found two expert opinions about modification. According to Lutan (1997), Modification is defined as a change from the old state to a new state. Change it can be in the form of form, function, how to use and benefits without being completely remove the original characteristics. Next, about the meaning of modified games, Ngasmain and Soepartono (1997) mention “A change in the game from playing technique the standard becomes a simple technique according to the child's development”.

Based on the two definitions above, it can be concluded that Modification is a change from the old to the new state in the form of forms, techniques and regulations without losing the characteristics of the card. With modified cards, it can make it easier for players, especially children, to add insight, especially tourism.

2.4 Descriptive Paragraph

2.4.1 Definition of Descriptive Paragraph

The definition of descriptive paragraph comes from many experts and point of view. According to Tarigan (1994), a descriptive paragraph is a writing that can describe a story that aims to invite the reader to be able to understand, feel and enjoy the objects being discussed such as moods, activities and so on. According to Keraf (1982: 93), the meaning of descriptive paragraph is a discourse used to convey a thing or object of conversation so that readers like to see the object directly. In the descriptive paragraph, the writer moves his impressions, results of inhibition, feelings, delivery of nature, and details of the forms found on the object.

Based on the two definitions above, it can be concluded that descriptive paragraphs are writings whose contents explain or describe certain objects or situations briefly and precisely and invite the reader to understand the object being discussed.

2.4.2 Characteristics of Descriptive Paragraph

There are some characteristics of descriptive paragraph. Susanto (2015) states that there are four characteristics. First, the nature and all details of the form can be found on the object in the paragraph. Second, the written details are written coherently. Third, the descriptive starts from a large object (as a whole). Fourth, all are described by impressive choice of words. According to Brian (2011), the characteristics of descriptive paragraph are as follows.

1. Describing something.
2. Writing the sentence as clearly as possible by involving the senses.
3. Making the reader and listener feel for themselves or experience themselves.
4. Developing pattern.
5. Developing spatial pattern of paragraph development based on space and time.
6. Developing point of view or objective based on the place and position of a writer in seeing something.

From the explanation above, it can be concluded that the descriptive paragraph is a paragraph that describes something clearly and in detail. Descriptive paragraph aims to describe or give a picture of something as clearly as possible so that the reader seems to be able to see, hear, read, or feel the things described. The writer's expression is closer to the reader, the writer's impression is expressed in observing and feeling an object, so that the reader feels enjoy, and feels something as real as experienced by the writer (Tarigan, 1983).

The process of someone in writing descriptive paragraph will move their impressions, transfer their observations and feelings to the reader. The purpose of writing descriptive paragraph is to provide an interesting imagination for the reader and as if the reader is seen by themselves what is written (Keraf, 1985).

Based on the explanation, the purposes of descriptive paragraph are observing and feeling an object when they read the writing.

2.4.3. Purpose of Descriptive Paragraph

The purposes of descriptive paragraph are to invite the reader together to enjoy, feel, understand some objects (goals, intentions), scenes, activities, people (personal), or the mood that has been experienced by someone who is writing. A complete discourse can be divided based on the general purpose. The writer's expression is closer to the reader, the writer's impression is expressed in observing and feeling an object, so that the reader feels enjoy, and feels something as real as experienced by the writer (Tarigan, 1983).

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2.4.4 Structure of Descriptive Paragraph

The structure of descriptive paragraph consists of identification and descriptive. It was stated by Gerot and Peter (1995) that the generic structure of

descriptive text are identification (identifying phenomena to be described) and descriptive (describing parts, qualities, characteristics). In addition, the Ministry of Education and Culture (2013) states that the descriptive response text has three parts, namely identification, classification/definition, and section descriptive. Identification part contains a general description of what we want to tell to the listeners or the readers. Classification/definition part is the described object contains only objects, places, spaces and so on. Descriptive section or core part of the descriptive paragraph is the part that contains a description or presentation of an object or topic being discussed.

2.4.5 Criteria in Writing Descriptive Paragraph

According to the Ministry of Education and Culture (2014), several criteria in writing descriptive paragraph are content, organization or structure, vocabulary, linguistic use, and mechanics. The content of the text is related to the written topic, substantive, development of the text, and relevant to the topic discussed. The structure of the text means the ideas expressed clearly, densely ordered, logically, and cohesively. Vocabulary covers the word mastery, word choice, and word usage. The use of linguistic is focused on the order or function of words, articles, pronominal, and prepositions. Mechanic discusses about the rules of writing, spelling, punctuation, use of capital letters, and structuring paragraphs. According to Haris and Halim as cited in Nurgiantoro (2001), some criteria in descriptive paragraph are content (opinions expressed), form (content organization), grammar (sentence patterns), style (equipped with structure and vocabulary), and mechanism (spelling).

2.5 Graphic Design

2.5.1 Definition of Graphic Design

According to Landa (2011), "graphic design is a form of visual communication that serves to convey a message or information to the public. Graphic design is a visual representation of an idea that relies on the creation, selection, and arrangement of visuals."

2.5.2 Design Principles

According to Landa et al (2017), there are four design principles, namely: balance, emphasis, rhythm, and unity.

1. Balance

Balance is the stability that can be created through the visual display of weight from center point on each side. Each design element has strength and weight that radiates visually. The appearance of weight on each design element visually depends on several factors such as the size, shape, color and texture of each element. If the design elements are placed in an orderly manner, it will create a composition that looks balanced as a whole. In the balance sheet there are two types of balance structures, namely symmetry and asymmetry. Symmetrical balance has a visually balanced and stable appearance of weights from all sides (top, bottom, right and left) with a composition that is arranged regularly, while asymmetrical balance has a visually stable appearance of weights even though the placement of the composition is not arranged regularly.

2. Emphasis

Emphasis can be achieved in several ways, namely through the layout, size, contrast, direction, and structure of the diagram. In creating emphasis, a designer needs to present logically organized content and control how information or messages can be convey.

3. Rhythm

By repeating the various design elements, patterns and rhythms will be created. Rhythm is also able to create attractive images or designs and is able to convey messages or information in unexpected ways.

4. Design

In design, it is necessary to have a unified compositional structure and orderly integration between one element and other design elements. Graphic Designer must know how to arrange the design elements into a composition that can show the unity between them visually.

2.5.3 Aspects of Graphic Design

Kusrianto (2007) suggests that to be able to realize a visual display, there are several aspects that must be considered, namely points, lines, planes, spaces, colors, and textures.

1. A point is a visual element that is relatively small in shape, where the elongated and wide dimensions are considered insignificant. The points tend to be displayed in the form of groups with variations in the number, arrangement, and density of a certain.
2. Lines are considered as visual elements that greatly affect the formation of an object so that lines are always known as scribbles or scribbles, also become the boundaries of a field or color.
3. Field is a visual element with dimensions of length and width. Judging from its shape, fields can be grouped into two, namely geometric or regular fields and non-geometric fields or irregular fields. Geometry is a field that is relatively easy to measure its area, while a non-geometric field is a field that is relatively difficult to measure. Fields can be represented by arranging points or lines in a certain density, and can also be represented by joining one or more lines together.
4. Space can be presented with a field. The division of fields or distances between objects in the form of points, lines, shapes and colors. Space is more directed to the embodiment of three dimensions so that space can be divided into two, namely real space and pseudo space. The existence of space as a visual element cannot be felt but can be understood.
5. Color can help create a mood and make text speak louder. For example, a publication design that uses soft colors can give a soft, calm and romantic impression. Strong and contrasting colors can give a dynamic impression, tend to live (Supriyono, 2010).
6. Texture is the touch value of a surface. Physically the texture turns into a rough and smooth texture with the impression of a shiny and dull reflection. Judging from the effect of appearance, texture can be classified into real texture and pseudo texture. It is called a real texture if there is a similarity between the

results of touch and sight. For example, if a surface looks rough and feels rough to the touch. Whereas visible texture is the difference between result and touch. For example, when you look at it looks rough but when you touch it, it turns out to be the opposite, that is, it feels smooth.

2.6 Promotional Media

Andy (2002) states that promotional media is a tool to communicate a product, service, image, company or the other to be better known the wider community. Media promotion of the oldest is the media of mouth to mouth. This media is very effective, but less efficient because the delivery speed is less measurable and predicted. Kinds of promotion can be classified into two categories, namely:

1. Printed Media is static and prioritizes the impressions generated by visual message of the printing process; essentially using the raw material of paper. It can be shaped as documents on all matters concerning the recording of events that have been altered in words, images and photographs arranged such that can attract the attention of the public. Some forms of advertising media that are included in the print media ads are brochures, flyers, magazine, and others.
2. Electronic media advertising is an advertising medium that process works based on the principle of electronic and electromagnetic, able to reach a wider audience, but unfortunately the price of advertising can also be more expensive than the print media. Some examples of electronic media are picture, television advertising, radio advertising, online advertising, videos.