

CHAPTER II

LITERATURE REVIEW

This chapter discusses the definition and the purposes of design, a game in the tourism industry, crossword puzzle game, tourism, and type of tourism destinations.

2.1. Design

Design is the creativity to plan and purpose something that is generally functional and does not exist before by making concepts, data analysis, project planning, drawing or rendering, cost calculation, prototyping, frame testing, and test riding in order to solve a particular problem, so it has more value and becomes more useful for its users (Rakhma, 2021). Moreover, according to Nussbaum (1997), as cited in Saddoen (2020), the word design is a way for helping the implementation of an innovation in various functions of business and industrial activities. Design can be interpreted as action and initiative in changing human work. However, design is a complex combination of words and images, figures, and graphics, photographs and illustrations that require the special thought of an individual who can combine these elements, so they can produce something special, very useful, surprising or subversive (Walker, 2017 as cited in Guvtaviani, 2021). It can be concluded that design is a combination of images, photographs, and illustrations to make something that is functional and does not exist before to change human work.

According to Saddoen (2020), there are several purposes to be achieved from the design. They are:

1. To create an object, component, system, or structure that is beneficial for people.
2. The design which is a blend of technological and artistic elements aims to create safety, beauty, and also comfort.

3. To create something that can improve efficiency, productivity, and quality of human life.
4. So that humans know what are the capabilities and limitations that exist in themselves and the things that are around them.

Thabroni (2019) has a different statement about the purpose of design. He states that the purposes of design are:

1. To achieve effective and efficient functionality
2. To be an identity (brand)
3. To maintain objects (quality control)
4. To be a visual Comfort: aesthetic appearance
5. To add value to the object to be designed
6. To achieve physical comfort (ergonomic)
7. To provide value and meaning to be conveyed
8. To convey the ideas to be conveyed

Based on the explanations above the writer concludes that the main purposes of design are to create something to increase the skill of human life, to know the people's limitations, and to achieve safety, comfort, effective and efficient functioning of an object.

2.2. Game in Tourism Industry

The use of games in the tourism industry may potentially provide great marketing opportunities (Pine & Gilmore, 2011). Moreover, according to Harum et al., (2021), the use of games as promotional media will be the newest attraction in terms of attractions that can be offered. Media games as promotional media are not only fun because there are challenges and points given, but they also provide information and knowledge about existing tourism destinations. Elsayeh (2020) added that the use of games offers a variety of benefits for tourism marketing, can increase brand awareness, and attract potential customers. Game design can be based on real environments, for example, tourist attractions. Therefore, it provides potential visitors with an informing and entertaining setting.

However, Sakti (2017) said that game is one medium that can give a new experience and knowledge that cannot be obtained from other media, so travelers would know about tourism destinations. Gaming, as a cutting-edge concept, is emerging as a useful tool and has been used by some tourism organizations for marketing and for dynamic engagement with users. Gaming can enhance tourists' interest in the destination, and provide experiences and knowledge which otherwise are not available, thus co-creating a personal experience during the visit (Xu et al., 2016).

It can be assumed that the use of the game in tourism learning is quite useful to improve people's knowledge about tourism itself, and at the same time, it can be one of the great ways to promote tourism destinations.

2.3. Crossword Puzzle Game

2.3.1. Definition of Crossword Puzzle game

Sari (2017) states that there are many kinds of puzzle game such as word search puzzle, scramble letters puzzle and crossword puzzle game. Crossword puzzle game is one of Zirawaga (2017) states that crosswords are the most popular games which are in widespread use over the world. They are most common in newspapers and magazines for general knowledge testing. A crossword is a word puzzle that has to be filled in by solving the clues that will be provided. Furthermore, according to Sahela (2015), a crossword puzzle is a game in which you have to fit words across and downwards into spaces with numbers in a square diagram. The goal is to fill the white squares with letters, forming words or phrases, by solving clues that lead to the answer. According to Yulianti, et al (2021), the crossword puzzles A5 (14.8 x 21 cm) is an unquestionable learning medium games, so as to make students experience a pleasant learning atmosphere.

Tambun (2014) said that a crossword puzzle is a kind of play on words by filling in the empty boxes as an answer to the question or question specified in the crossword puzzle. The people will use their logic and their knowledge to fill in the empty boxes by using a crossword puzzle game. In a crossword puzzle game,

there are many questions that are asked to the people, these questions can be a way to increase their knowledge which is very useful in the future.

It can be concluded that the crossword puzzle game is a popular game in which the people need to fulfill the empty boxes as an answer based on the question and clues given, and have to pay attention to the boxes across and downwards.

2.3.2. Crossword Puzzle Game as Learning Tool

Matreja et al., (2021) state that Crossword puzzles provide a quick and effective method for reinforcing essential vocabulary and critical concepts with a better recall, and providing appropriate discussion and humor. Furthermore, according to Wharton (2015), there are some benefits of using crossword puzzles as media learning such as enhancing vocabulary, strengthening word recall and memory, stimulating problem-solving skills, and improving focus and attention.

Moreover, Wiantara (2020) says that the crossword puzzle media is very suitable to be used to help apply the learning model of brain-based learning. Additionally, Agarwal et al., (2020) said that a crossword puzzle as a teaching tool is very beneficial in remembering the words and terms with the help of keys. The key consists of facts, hints, or statements in the form of a word, facts, terms, or incidences. However, Sazaki et al., (2018) Crossword puzzles have the benefit of sharpening the brain's ability and increasing knowledge.

Based on the explanation above, the writer concludes that the use of crossword puzzle games is really useful to be used as a medium of learning in order to increase the knowledge, enhance the vocabulary, improve focus and attention, and provide appropriate discussion and humor.

2.3.3. How to make the Crossword Puzzle Game

There were four theories for developing Crossword Puzzle Game proposed by some scholars. Khairiah (2017) states that there were several processes done in making the crossword puzzle gamebook, it started from searching, providing, and collecting the materials until designing the model of the book game. She also explained the process of designing the Crossword Puzzle game. The steps are:

1. The first step was preparing for the type of questions. For example, the question about the description or definition of the word, synonym, antonym, and question by picture. It is important to make sure that the topic is interesting.
 2. Then, the step was trying to fill in the blank boxes with several letters across and down to make sure that each box was suitable for the answer.
 3. After that, the step was to give the number of each box.
 4. Then, the step was opening Photoshop by clicking Open at File.
 5. After that, the process was creating the title and the questions of the crossword puzzle by using the Text Tool.
 6. The last step was inserting some images to make the book more interesting
- Furthermore, Soeparno (1998) as cited in Hidayat (2018) states that the steps for making a crossword puzzle are as follows:

1. First, determine the basic competencies and indicators of success that will be discussed.
2. Make boxes after which they are filled with answers to each question (descending and horizontally)
3. Each box containing the first letter of each box is numbered.
4. Next, we begin to arrange questions that must be made in such a way so that the words listed in the boxes are the answers,
5. After all the questions are arranged, we close the boxes that are not filled in black
6. The next step is to delete all the letters in each box, leaving only numbers at the beginning of each word.
7. The last step is to move other, cleaner paper, to be further reproduced by photocopying as needed

Moreover, Ramadani (2019), mention that one of the steps to make it easier to make crossword puzzle games is to use the Puzzle Maker Application. The puzzle maker application is an online crossword puzzle maker application. To use the Puzzle Maker application the user must first be connected to the internet and

make crosswords. The steps for making crossword puzzles in Puzzle Maker are as follows:

1. Open the online application page for making crossword puzzles at Teacher's Corner.
2. The Teacher's Corner website page will appear on the online application page for making Crosswords.
3. Enter your title.
4. Enter your special instructions (if desired).
5. Enter your words in the left column.
6. Put the appropriate clues in the right column.
7. Select the font you want.
8. Click on the green "Make Crossword Puzzle" button.
9. You can then add images, and colours. Then resize the crossword with the options in the blue menu (next page).
10. You can then print, or convert your images to PDF or Image files (for use in Word).

Sari (2021) adds that the making of this illustrated crossword puzzle game is growing like technology which has many alternative ways to make it, in this case, there are two ways to make it, including 1) making the old way with the help of electronics. 2) This method of production can facilitate researchers in conducting research and making illustrated crossword puzzles. These are the steps in making a crossword puzzle game:

1. Open Software Eclipse Crossword Puzzle. Select I would like to start a new Crossword then select Next to start making crosswords (TTS). Then press the Next button.
2. Choose let me create a word list from scratch now then select Next
3. The next step is to enter the answer in the box below the word and the question in the box below the clue for this word. Select add a word to the list. Keep doing it until all the questions and answers have been written down. If you are sure you have filled in, press the next button. Then it will appear: do

you want to save this word list for future use before continuing? Select yes, then select where to save the file.

4. At this stage, we can write down the file name and create a file or if not, directly select Next.
5. Determine the number of boxes used. Type the number of boxes then press Next
6. Crossword puzzle or Crossword Puzzle has been finished
7. To save select Save Crossword, while to print select Print Crossword.
8. After being saved, the blank crossword puzzle is transferred to word, after which questions and pictures are inserted

It can be assumed that there are several different ways to make the crossword puzzle game. We can use traditional or modern ways. In modern ways, we can utilize some software such as Photoshop, Puzzle maker application, or Eclipse crossword puzzle.

2.4. Tourism

Tourism is an activity of journey to the destination with the purpose of refreshing, relaxing, and entertaining. Tourism is related to tourists and also people who work in this industry (Istiqomah, 2017). Moreover, Fariz (2017) stated that tourism is a happy activity that is focused on pleasure and leisure activities for tourists. There is no sadness during the trip until finished. Some of the activities that are done during tourism is always being happy. Because tourists who enjoy tours decide what kind of tourism they like before. Most people use tourism as a mood booster and media to refresh their brain after working or other activities. Those activities that they get from their tour get new experiences for tourists to feel better than before.

Fahirah (2015) said that Tourism is not only the activity that makes somebody happy, easy-going, relaxed, and adds knowledge, but also is the center of information and media of learning and can improve the economy. The United States Institute of Peace (2009) added that the tourism industry can help promote peace and stability in developing countries by providing jobs, generating income,

diversifying the economy, protecting the environment, and promoting cross-cultural awareness.

The writer can assume that tourism is one of the industries that is important because it has a role to improve the stability of developing countries and cities by providing jobs. Therefore, tourism's knowledge and information must be increased to maintain the useful function of this industry for the city and country.

2.5. Tourism Destination

According to Knowledge (2016) said that Tourism destination is a place of interest that tourists visit, typically for its inherent or an exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure and amusement. Furthermore, Jalis (2019) says that tourism destination is a place or area where a collection of tourism-related products and attractions are offered which deliver a tourism experience for individuals or groups traveling away from their home or place.

It can be concluded that a tourism destination is an area that offers leisure, amusement, and amazing experience for individuals or groups.

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

2.5.1. Cultural Potency

Cultural potency means that all of the craft, art, the ancestor heritage like buildings, monuments, etc. Ten cultural elements could become tourism destinations with cultural potencies, such as craft, tradition, the history of a place/ area, architecture, local food/ traditional, art and music, way of life of a society, religion, linguistics, and local clothing traditional. In Palembang, there are 44 tourist destinations, as displayed in Table 2.1.

2.5.2. Human Potency

Human is also potentially useful to be tourism object from the cultural art show of that area. In Palembang, there are 24 tourism destinations, as displayed in Table 2.1.

2.5.3. Natural Potency

Natural potency means the condition of flora and fauna and the landscape of the area such as forest and beach. It will increase the number of visitors coming to the object if it develops. In Palembang, there are seven natural tourism destinations as shown in Table 2.1.

Table 2.1

Type of Tourism Destinations in Palembang City

Cultural Tourism	Human Tourism	Natural Tourism
Kantor Walikota	Jakabaring Sport City	Pulau Kemaro
Jembatan Ampera	Fantasy Island	Sungai Musi
Benteng Kuto Besak	Amanzi Waterpark	Kambang Iwak
Bukit Siguntang	Danau Opi	Hutan Wisata Punti Kayu
Museum Balaputera Dewa	Alquran Raksasa	Pasar Digital Baba Boentjit
Museum SMB 2	Palembang Bird Park	Kampung Musi Bercorak
Museum Dr AK Gani	Masjid Cheng Ho	Pulo Kerto
Ex. Museum Tekstil	PT Pusri	
Monpera	PT Pertamina	
Makam Ariodillah	Graha Songket	
Masjid KI Merogan	Rumah Limas H. Azis	
Masjid Lawang Kidul	Kampung Ukir	
Masjid Pulau Seribu	Monumen Silk Air	
Masjid Suro	Pedestrian Sudirman	
Masjid Sultan Agung	Canton Park	
Makam Kambang Koci	Sungai Gerong	
Rumah Limas Cek Mas	D'matto Millennial Art	

Makam Sultan Agung	TuguBelido
Makam Sabokingking	Lorong Basah
Makam Bagus Kuning	Sekanak Bersolek
Makam Cinde Welang	Kampung Mural
Makam Ki Gede Ing Suro	Ampera Skatepark
Kampung Mural	Pasar Durian
Makam Sultan Muhammad	
Masjid Agung Palembang	
Makam Kawah Tengkurep	

Source: Desain Strategi dan Rencana Aksi Pengembangan Destinasi Wisata Kuliner dan Belanja Kota Palembang by Palembang City Tourism Office (2018).