CHAPTER II

LITETATURE REVIEW

2.1 Definition of Designing

Nowadays, there are so many definitions of designing from different context, researcher, and point of view. Karmila (2010) said that, the term of design has been spread around since 1548, in Latin language design came from word *designare*, in france *de-signare* meaning to mark, mark out more at sign. "Design is a science that seeks to formulate and reconstruct the idea scientifically (scholarly) into the system/artifact/product containing usability grounded by practical values, which is the normative/something can be measured objectively, quantitative." (Buchori, 2006 in Karmila, 2010). "Design is to design a design to produce a design" (Heskett, 2002 in Susanti), which means an activity to produce a product. Both Buchori and Heskett agree that the final outcome of designing is a product, whether it is tangible product nor intangible product. Based on the opinion of those researchers, the logical conclusion would be that designing is an activity to formulate or to create a product.

2.2. Elements of Design

Lovett (1999) stated that the elements and principles of design are the building blocks used to create a work of art. Sitepu (2004) in Amalia (2015) sated that there are five elements of design elements. Those are:

    A. Line

        According to Amalia (2015), Line is divided into four, they are vertical, horizontal, diagonal and curves. She then added that In the graphic design, the line is used to separate the positions among other graphic elements in the page.
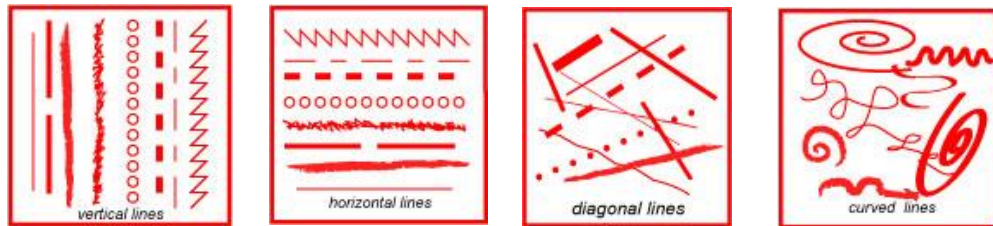
Picture 1 (Kinds of Line)

(sources: http://www.wcs.k12.mi.us/cousino/wcsart/Art%20Foundatons%20Site/line.html)

According to art foundation, Vertical lines are straight up and down and perpendicular to horizontal lines. Horizontal lines are straight up and down and perpendicular to vertical lines. Diagonal lines are lines that straight in any direction except vertical or horizontal. Curved lines are lines that bend in any amount of degree; they may be gently wavy to tightly wound spirals.

B. Shape

 "Shape is a field that happens because it is limited by contours (line) or limited by existence of different colors or by shading or dark light of the texture. Shape can be a natural form (figure), and non-natural form (non-figure)" Kartika (2004) in Amalia (2015). "*Shape is a two dimesional area confined by a actual line or implied line" (Art Foundation, n.d).*

According to Art Foundation (n.d), there are two general categories that are use to describe shapes. Those are **Geometric** and **Free-Form** or Organic Shapes. They then add that in Geometric Shape, can be described using mathematical terms. Examples of geometric shapes are: squares, rectangles, triangles, circles, oval, pentagons and so on.

Picture 2 (Geometric Shapes)

(sources: http://www.wcs.k12.mi.us/cousino/wcsart/Art%20Foundatons%20Site/line.html)

According to Art Foundation (n.d), Free-Form or Organic Shapes are difficult to describe using definitions, and the shapes are irregular or uneven. Organic Shapes are more often found in nature, for example the shape of clouds, puddles, trees, leaves, rocks and so on.

Picture 3 (Free-Form Shapes)

(sources: http://www.wcs.k12.mi.us/cousino/wcsart/Art%20Foundatons%20Site/line.html)

C. Space

"Space occurs because of the perception of the depth that feels far and near, high and low, looking through the sense of sight" (Putri, 2015)

Picture 4

(sources: http://nwrain.net/~tersiisky/design/space.html)

D. Texture

"Texture is visual elements that show a sense of surface material, which is intentionally created and presented in the order to achieve such form, either in the form of real or apperent" Amalia (2015).
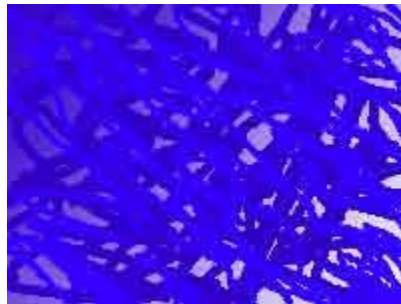
According to Art Foundation (n.d), There are two types of Texture, Those are Real Texture and Visual Texture. Some things feel just as they appear is called real or actual texture, while texture that is created to look like something it is not, is called visual or implied texture.

Picture 5 (Real Texture)

(Source: http://www.wcs.k12.mi.us/cousino/wcsart/Art%20Foundatons%20Site/texture.html)

According to Art Foundation (n.d), real texture cannot be represented here because a computer screen, even with the highest quality photographs can only create simulate textures.


Picture 6 (Visual Texture)

(Source: http://www.wcs.k12.mi.us/cousino/wcsart/Art%20Foundatons%20Site/texture.html)

According to Art Foundation (n.d), visual or implied texture can be **simulated** or **invented**. Simulated texture is the type that is created to look like something it is not. For example, in drawing or painting of a cat where its fur is made to look like real fur.

E. Color

Color is one of the most obvious elements of design, for both the user and the designer. It can stand alone, as a background, or be applied to other elements, like lines, shapes, textures or typography. "Color caused by differences in the quality of light reflected or emitted by the object" (Wartmann, 2004 in Amalia, 2015).
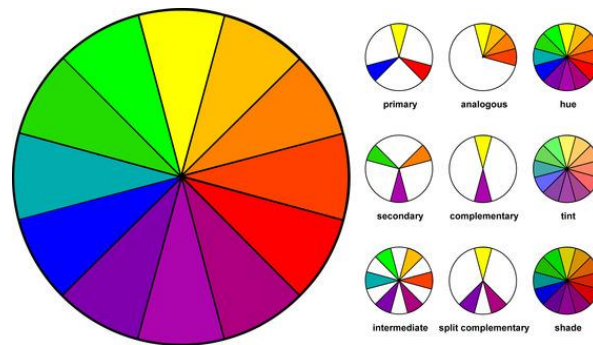
Picture 7 (Colors)

2.3. Definitions of Booklet

In the globalization era, information flows fast. People can get the updates information in seconds through internet, but sometimes the information that provided on internet is not always right. Sometimes the writer of the article on internet gives wrong information and people cannot blame the writer because he or she is not responsible with the information they post on internet. Because of the need of getting information, people need medium like book as their tool to get the information. Books provide valid information, and the writer is responsible on the information they provided on the book. One of books that provide valid information about a product is booklet.

According to Zainuddin (2009), booklet is one of communication medium that rely on high technology, provides efficiency in the result and the process so, booklet can be an alternative in this instant era. Hanggara and friends (2012) define Booklet as a mass communication medium that aims to deliver messages like

promotion, advice, prohibitions to the mass, and the goal is to make the society as the object understand and keep the message contained in the booklet. Zainuddin (2009) define that booklet is printed mass medium that aims to spread information or tell information. Both Hanggara and friends and Zainuddin believe that booklet is one of mass medium that has purpose on providing information. According to both definitions, the logical definition of booklet is a mass communication medium that aims to speard information of a product or service in order to give knowledge to the targeted people.

2.4. Benefits of Booklet

Beside delivering certain information about a product or a service to certain people, booklet has some benefits. According to Hadi (2009) booklet has some benefits as follow :

a. The cost is cheaper than audio or visual medium since booklet uses printed medium. The making of visual medium is more expensive than booklet.

b. The delivery process can be done anytime. It is easy to spread the booklet to the certain people, it can be spread at anytime and anywhere. Not like visual medium, to spread the information, a company has to gather the targeted people in one room so that they can watch the video.

c. The delivery process can be adjusted to the exits conditions.

d. Booklet provides information in detail. The information in the booklet can be adjusted based on the need.

2.5. Overview of Tourism Sector

Tourism sector is one of the sectors that has big contribution in economic growth and development of societies. According to Aziri and Nadelea (2013), Tourism is perceived as a very important mean of economic development both in developing and developed countries worldwide. Neto (2003) in World Tourism Organization (WTO) stated that, foreign exchange earnings from international

tourism reached a peak of US$ 476 billion in 2000, which was larger than the export value of petroleum products, motor vehicles, telecommunications equipment or any other single category of product or service (WTO, 2001a). The World Travel and Tourism Council (WTTC) in Pedersen (2002), estimates that tourism generates some 12% of the world total GNP.

Most people defines tourism as travel for pleasure, but According to Aziri and Nadelea (2013) in Hunziker, Craft, Tourism is the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity. Nurjanah (2015) in Suyitno (2001, p.8) says that tourism is temporary, it means that it is use in a short period of tour and the tourist will return to their original place or country, involves some tourism components, such as transportation, accommodation, restaurant, attractions, souvenirs and others. Have a specific purpose that is essentially to feel happy and not to find money at their destination, even they can contribute to the income of the society or region visited, because their money is used to buy or pay something from their destination.

From the opinions of researchers, both Suyitno and Hunziker agree that tourism is done temporary and not to earn money. Based on the opinion of those researchers, the logical conclusion would be that tourism is one the activity of enjoying some or a place and tourism services, and do not lead to permanent residence and not to earn money but spent money in that place or country.

2.6. Kinds of Tourism

According to (U. U. No. 9 pasal 1) in Nurjanah (2015) Tourism is separated into 3 types:

1. Natural Tourism is an object which is already available in a nature or it is created by God. For example: beautiful view, forest, and the animal.

2. Cultural Tourism is an object which is made by human being. For example: museum, heritage, art culture, agro tourism, etc.

3. Special Aim Tourism is a tourism activity with the special aim. For example: fishing, hunting, industry, and handcraft.

According to Spillane (1982, p.29-31) in Nurjanah (2015), there are 5 kinds of tourism based on the motive of travel destination, namely recreational tourism, cultural tourism, sport tourism, business tourism, and convention tourism. Pleasure tourism is for people to holiday, getting fresh air, fulfilling the curiosity, relaxing the muscles, looking at something new, enjoying the beautiful scenery, getting information about folk tale and quietness.

1. Recreational tourism

Recreational tourism is using for relaxing minds, recovering the physical and spiritual fitness, refreshing the fatigue and exhaustion. This type of tourism can be done at the destination like the foreshore, mountain, health center or resort.

2. Cultural tourism

This type is signed by a set of motivation, such as studying at research center, learning the mores, foundation, and the different way of life of the society, visiting the historical monument, the artifacts of the past, culture and religion center, music festival, theater, folk dance, etc.

3. Sports tourism

This tourism is divided into two as follows:

a. Big sports event is the biggest sport events like Olympiad Games, World Ski Championship, Boxing Championship and other events to attract the visitors or fans.

b. Sporting tourism of the Practitioners is sport tourism for people who want to learn and practice by themselves like climbing the mountain, riding the horses, hunting, fishing, etc.

4. Business tourism

This tourism is kind of professional travel or travel because related to the job or position of someone who cannot change to choose the purpose or the time.

5. Convention tourism

This tourism is the most chosen by the countries because when a convention or a meeting is held, so the visitors will come more than before to stay along in that country. The most visit able country will build the supporting building for convention tourism.

2.7. Overview of Heritage Tourism

Christou (n.d) stated that The word 'heritage' in its broader meaning is frequently associated with the word 'inheritance', that is, something transferred from one generation to another. The role of heritage as a carrier of historical value from the past means that it is seen as part of the cultural tradition of society. The National Trust for Historic Preservation in the United States in Lussetyowati (2015) defines heritage tourism as "travelling to experience places and activities that authentically represent the stories and people of the past", while according to Georgia Department of Natural Resources defined that heritage tourism is a personal encounter with traditions, history, and culture. Heritage tourism is based upon the concept that each community has a story to tell. Those researchers all agree that Heritage tourism has concept of history. Based on the opinion of those researchers, the logical conclusion would be that heritage tourism is the places that have history.

According to Peterson in Christou (n.d) there are four different types of heritage-tourism visitors. The following four categories have been defined: (1) 'aficionados' are considered to be preservationists and perhaps very professional in their study of history; (2) 'event visitors' visit sites on special occasions (e.g. festivals); (3) 'tourists' are away from home and visiting historic sites; and (4) 'casual visitors' visit the site because it is a convenient green place. Those kind of visitors are potential visitors that targeted to visit heritage tourism in Palembang.

2.8 Heritage Tourism in Palembang

Ardiansyah and Rosyidin (2013) said that heritage may include connections to history, art, science, lifestyle, architecture and scenery. They also stated that there are 6 heritage tourisms in Palembang. Those heritage tourisms are:

1. Fort Kuto Besak (BKB)

Fort Kuto besak is the only historical fort in palembang. "The fort was founded in 1780 by Sultan Muhammad Bahauddin (father Sultan Mahmud Badaruddin II). This idea comes from the fortress of Sultan Mahmud Badaruddin I (1724-1758), or known by Jayo Wikramo, who founded the Old Palace Kuta in 1737." (Rizacky, 2009). According I. J. Sevenhoven in Rizacky (2009), the first Dutch commisaris Regeering in Palembang, Kuto Besak roede width and 77 length 49 roede (Amsterdamsch roede = approximately 3.75 m, or the length is 288.75 meters and 183.75 meters wide), with a strong wall around and the height and width of 30 feet 6 or 7 feet. This wall is strengthened with bastions 4 (bastion). Inside there was a similar wall and nearly as tall, with the gates strong, so this can also be used for defense if the first wall can be broken. There is Kuto Besak Fort plaza infront of the fort. The plaza sells culinary, accecories, handcraft, shirts and everything.

2. Ampera Bridge

The life of local people cannot be separated with Ampera Bridge. Ampera Brige connects sebrang Ulu and Ilir. It was construted on April 1962. According to Ministry of Tourism Republic of Indonesia (2014), at first, Ampera Bridge was called Bung Karno bridge and was officially opened on 30 September 1956 by Let Gen Ahmad Yani. Ministry of Tourism Republic of Indonesia then added that in 1966, when anti-Soekarno movement was stronger, the bridge was renamed to Ampera, while Palembang citizen itself prefer to call the bridge is "Musi Project".

3. The Great Mosque

The Great Mosque is one of popular mosques in Palembang. According to Ardiansyah and Rosyidin (2013), Grand Mosque was built on 1738 to 1948 by Sultan Mahmud Badaruddin I Jayo Wikramo. Ministry of Religion of South Sumatera Province (2016) said that The grand mosque officially used by moeslim people to take prayer on 28 fist Jumadil 1161H or 26 Mei 1748 AF. They then added that at first, the mosque was named Sultan Mosque and does not have towers on it. This mosque has been one of tourism destination in Palembang since a long time. This mosque is also still used for moeslem people to take a prayer .

Ministry of Tourism Republic of Indonesia (2014) stated that when it was first built, it covered the area of 1,080 square meters with the capacity of 1.200 persons. Sayid Umar bin Muhammad Assegaf Altoha and Sayid Achmad bin Syech Sahab then expanded the mosque under the leadership of Prince Nataagama Karta Mangala Mustafa Ibnu Raden Kamaluddin. In 1819 and 1821, the mosque was reconstructed because of 5 days 5 nights war. The Grand Mosque is the symbol of struggle of Palembang citizen to get their independence.

4. Sultan Mahmud Badarudin II Museum

Sultan Mahmud Badaruddin II museum is one of museums in Palembang. It is popular as the unique of the architecture of the building which is the mixture of Dutch colonial and Palembang Palace style. "Museum Sultan Mahmud Badaruddin is a perfect place to explore the history of Palembang, from the age of Sriwijaya, the Palembang Darussalam Sultane, the Dutch colonial era and the Japanese occupation up to the early era of Indonesia's Independence" (Ministry of Tourism Republic of Indonesia, 2014).

According to Adiansyah and Rosyidin (2013), This museum has around 2000 relics and antique collections. According to Ministry of Tourism Republic of Indonesia (2014), During the war with the Dutch in 1819, the Dutch wrecked the building and reconstructed in 1823. They then added that Japanese utilized this historical building as their military base in the 2nd World War in Pasific.

5. Mayor Office Buliding

According to department of culture and tourism (2014), This building is built in 1928-1931 and in Dutch era, this tower used to be a water tower. Since August 21st 1963, it has become central government of Palembang city (Mayor Office). They then added that At the time Japan years (1924-1945) this building used to be the Town Hall (water tower office) and became the Syuco-kan office and continued to be used as the City Hall until 1956. On 21 August 1963, the water company moved. "The Palembang city government has begun to restore this historical building since the preparation of the PON 2004 activity of which lighting was one of the main renovation projects" (Ardiansyah and Rosyidin, 2013).

6. Kampung Kapitan

Kampung Kapitan is one of tourism heritage in palembang that has potential to attract both local or foreign visitors to visit this destination. Kampung Kapitan is According to Ardiansyah and Rosyidin (2013), Kampung kapitan reflects the blend of Palembang, Chinese and Dutch Culture and a chinese captain and his family used to lived there. "It is illustrated from the architectures, all of the historical things that kept in the Kapitan house and the hereditary story from the 13th generation is still live in this village" (Nurjanah, 2015).

2.9. Promotion

Every product has to be promoted in order to get the visitors or buyers as much as possible. According to Zimmerer and Norman (2002) in Putri (2015), promotion is kind of persuasive communication that designed to inform the customers about products or services and to influence the potential people to buy the products or services that include publicity, individual sales and advertising. While Utami (2015) stated that promotion is one way flow of information or persuasion that could bring an organization or a person to realize the transactions of purchase and sales. Furthermore, Alma (2006) in Putri (2015) states that promotion is a kind of communication that provide the explanation and convince the potential customers on products and services with the aim of gain the attention, educate, remind and convince the potential customers. From the divinations above, the logical conclusion would be that Promotion is the way of giving information to the potential customers.