

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Design**

According to Wiyancoko (2010) design is anything related to concept creation, data analysis, project planning, drawing / rendering, cost calculation, prototyping, frame testing, and test riding. While, Simarmata (2006) states that design is how applications are designed to conform to the requirements. Furthermore, in the opinion of Nurhadiat (2004) Design is planning to realize an idea

In addition, design is project or concept to create a product using data analysis, project planning, drawing, cost calculating, and prototyping.

Wiyancoko, D. 2010. *Desain Sepeda Indonesia*. KPG. Jakarta: Gramedia.

Simarmata, J. 2006. *Pengenalan Teknologi Komputer dan Informasi*. Yogyakarta : Andi Offset.

Nurhadiat, Dedi. 2004. *Pendidikan Seni Rupa: SMP Kelas 1*. Jakarta: Grasindo.

#### **2.2 Application**

Based on the opinion of Simamarta (2006) application is a software unit created to serve the needs of some activities such as commerce, community service, advertising or any process that human did. While, Widiанти (2000) argues that application is a software that served as a front end on a system used to manage various data to become a useful information for users and also related systems.

Futhermore, the writer conclude that application is a software contains a system to operates a commands of various data and changed it into output.

Simamarta, J. 2006. *Aplikasi Mobile Commerce menggunakan PHP dan MySQL*.

Yogyakarta : Andi.

Widiанти, S. 2000. *Pengantar Basis Data*. Jakarta : Penerbit Fajar.

### 2.3 Promotion Media

Suryana (2001) says, promotion is a way of communicating the goods and services offered so that consumers know and buy it. Besides that, Kotler and Amstrong (2012) states promotion means activities that communicate the merits of the product and persuade target customers to buy it.

Gagne Dan Briggs (2002) said that media is the tools that are physically used to convey the content of the material consisting of books, tape-recorders, tapes, video cameras, video recoders, movies, slides, photographs, pictures, graphics, television and computers. And Arsyad (2002) says media is plural of the word "medium", which literally means "middle" "intermediary" or "introduction". Therefore, the media can be interpreted as an intermediary or delivery of messages from the sender to the recipient of the message. The media can be something of "software" and / or "hardware" tools.

Based on the expert opinions, the writer concludes that promotion media is an activities to offered a products to customers and persuade them using media of hardware and software tools.

Arsyad. 2002. *Karakteristik Media Pembelajaran*. Jakarta : PT Raja Garfindo Perasada.

### 2.4 Hotel Classification

Based on the Research Department of the Caribbean Tourism Organization (2002), hotel can be classified into :

#### 1. One Star Hotels

Hotels in this classification are likely to be small and independently owned, with a family atmosphere. Services may be provided by the owner and family on an informal basis. There may be a limited range of facilities and meals may be fairly simple. Lunch, for example, may not be served. Some bedrooms may not have suite bath or shower rooms. Maintenance, cleanliness and comfort should, however, always be of an acceptable standard.

## 2. Two Star Hotels

In this classification hotels will typically be small to medium sized and offer more extensive facilities than at the one star level. Some business of hotels come into the two star classification and guests can expect comfortable, well equipped, overnight accommodation, usually with an en-suite bath/shower room. Reception and other staff will aim for a more professional presentation than at the one star level, and offer a wider range of straightforward services, including food and drink.

## 3. Three Star Hotels

At this level, hotels are usually of a size to support higher staffing levels, and a significantly greater quality and range of facilities than at the lower star classifications. Reception and the other public rooms will be more spacious and the restaurant will normally also cater for non-residents. All bedrooms will have fully suite bath and shower rooms and offer a good standard of comfort and equipment, such as a hair dryer, direct dial telephone, toiletries in the bathroom. Some room service can be expected, and some provision for business travellers.

## 4. Four Star Hotels

Expectations at this level include a degree of luxury as well as quality in the furnishings, decor and equipment, in every area of the hotel. Bedrooms will also usually offer more space than at the lower star levels, and well designed, coordinated furnishings and decor. The en-suite bathrooms will have both bath and fixed shower. There will be a high enough ratio of staff to guests to provide services like porter age, 24-hour room service, laundry and dry-cleaning. The restaurant will demonstrate a serious approach to its cuisine.

## 5. Five Star Hotels

Here you should find spacious and luxurious accommodation throughout the hotel, matching the best international standards. Interior design should impress with its quality and attention to detail, comfort and elegance. Furnishings should be immaculate. Services should be formal,

well supervised and flawless in attention to guests' needs, without being intrusive. The restaurant will demonstrate a high level of technical skill, producing dishes to the highest international standards. Staff will be knowledgeable, helpful, well versed in all aspects of customer care, combining efficiency with courtesy.

Research Department of the Caribbean Tourism Organization.(2002). *Hotel classification system*. Retrieved From [https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=6&cad=rja&uact=8&ved=0ahUKEwjf666Vy9fRAhVLq48KHQMfACEQFghFMAU&url=http%3A%2F%2Fflacc.fiu.edu%2Fresearch%2Fpublications%2Fflacc-working-paper-series%2Ftourism-caribbean-desmond-thomas-wp3-1.pdf&usg=AFQjCNGoCQJWp\\_fRjwETg3jtjBb9SP-iBA&sig2=08VtGAD6FzgN7YYnj5zwuA](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=6&cad=rja&uact=8&ved=0ahUKEwjf666Vy9fRAhVLq48KHQMfACEQFghFMAU&url=http%3A%2F%2Fflacc.fiu.edu%2Fresearch%2Fpublications%2Fflacc-working-paper-series%2Ftourism-caribbean-desmond-thomas-wp3-1.pdf&usg=AFQjCNGoCQJWp_fRjwETg3jtjBb9SP-iBA&sig2=08VtGAD6FzgN7YYnj5zwuA) On 20 June, 2017

In this report, the writer would like to discuss about three star hotels in Palembang city. Three star hotels is the best choice for travellers because it has a lot of facilities that needed with low prices. In Palembang, there are also some new hotels that just built in 2017. It would made tourism activities more develop by provided the information and facilities of three star hotels on Touch Hotel application as a promotion media.