

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer explains about definition of design, types of designer, definition of tourism, kinds of tourism, definition of historical tourism, historical tourism in Palembang, tourism promotion media, calendar of Palembang as an effective tourism promotion media.

2.1 Definition of Design

The word *design* is taken from the word *designo* (Italian) which means picture. Design is also taken from the Latin *designare* which means to plan or to design. In the world of art, the term of design is combined with the form of design or idea of sketch.

Design is a creative activity that reflects the diversity of quality and system, like an interconnected circle. In addition, design is a factor that builds innovation activities in humanitarian technology, cultural dynamics, and economic change (ICSID, 1999).

2.2 Types of Designer

There are nine types of designer according to their duties, as follow :

1. Drafter

Drafter is special designer who creates architecture and design that is symmetrical and used for the purposes of making something that requires high accuracy and design. They usually master softwares (Autocad, Archicad and 3d revit architecture). They are indispensable in the world of architecture and industry.

2. Editor

Editor is special designer who creates covers, banners, etc. Editor also makes the work of graphic design such as brochures, business cards, pins, logos, posters, etc. The softwares that must be mastered, such as Corel draw, Adobe Photoshop, Freehand, Illustrator. They are indispensable in the world of advertising and publications.

3. Layouter

Layouter is special designer who creates layout of magazine or newspaper or other publications. The applications that must be mastered such as Adobe Page Maker, MS.Publisher and Adobe In Design. They are indispensable in printed and industrial newspapers, books and magazines.

4. Art Director

Art Director is special designer who creates work of art from computer that can be used for visual effects or decoration. The software that must be mastered such as Corel draw, Photoshop, Photo paint and Art creator. They are needed in the cinema, visualization artists and photo editing effects.

5. Photographer

Photographer is special designer who makes photo editing also doubled as a photographer. They must have a talent of photographer and be able to edit photos to be perfect. They require high intelligence and high creativity and should master adobe photoshop, ieworks, photo studio. They are needed in the world of photography, photo editors, journalists, etc.

6. Animator

Animator is special designer who works in the field of motion graphics, advertising or fantasy movies. They must have high endurance, high knowledge, experience and master Macromedia Flash, Adobe Flash,

After Effects, Maya 3d, Gif Animator and Corel Rave. They are usually needed in the world of advertising, cinema, television.

7. Visualizer

Visualizer is special designer who gives a picture of product or work in the form of real or 3d. They must master 3d Max, Autocad, Swift 3d and Digital Clay. They are needed in the world of product visualization and product presentation.

8. Video Editor

Video Editor is special designer for video or movie editing and also doubled as a video shooter, they must have high imagination and master Adobe After Effects, Maya 3d, Adobe Premiere, Ulead Video Studio, Sony Vegas, Pinneacle. They are needed in the world of cinema and music industry.

9. Integrated Designer

Integrated Designer is special designer who requires integration with programmers such as game creation, interactive cd, web design, etc. They have to master almost any design elements. They are needed in the informatics industry.

2.3 Definition of Tourism

Tourism is the movement of tourists from one place to another place. It is a temporary short-term movement of people to visit destinations outside the place where they live and work include the activities around destinations as well as facilities and services. According to Law No. 10/ 2009, tourism is defined as a wide range of tourist activities and supported by facilities and services provided by communities, businesses, governments and local governments.

According to Suwanto (1997), tourism is a temporary departure process from person or more to another place outside his or her residence for a reason and not for a money making activity. Meanwhile, according to Kodhyat (1983), the definition of tourism is traveling from one place to another, temporary, it is done individually or in groups to seek harmony and happiness in social, cultural, natural and science.

2.4 Kinds of Tourism

There are many kinds of tourism that could be chosen by tourists. They can select before enjoying their tourism activities. Based on Spillane (2001 : 33) mentioned the type of tourism can be determined by the destination of the tour. Types of tourism are :

1. Tourism for enjoying the trip (Pleasure Tourism)

Pleasure tourism is the type of tourism that is done by people who leave their homes for vacation to enjoy some new fresh air, to satisfy curiosity, to fresh their mind, to see something new, to enjoy the beautiful of nature, to find out the story of the local people and to get peace in the village.

2. Tourism for recreation (Tourism Recreation)

Tourism recreation is travel which is undertaken by people who use their holiday to take a rest, recover the freshness of body and soul.

3. Tourism for Cultural Tourism (Cultural Tourism)

This type of tourism is characterized by a motivation, such as the desire to study in the center of teaching and research, to learn the customs and way of life of people from other countries, to visit historical monuments or relics in the past civilizations.

4. Tourism for Sport (Sport Tourism)

Actually, sport tourism is focused on sport event. Everything that related to sport is called sport tour or sport tourism. There are two types of sport tourism, as follow :

a. Big Sport Events

Big sport events such as the Olympics, the ski world championship, World Cup and others who draw attention not only for the athletes, but also the spectators and fans.

b. Sport Tourism of the Practitioners

Sport tourism of the practitioners is the kind of sport tourism for those who want to practice lonely, such as climbing mountain, horseback riding, hunting, fishing and so on.

5. Tourism for Trading Business (Business Tourism)

According to the theorists, this is a business trip from professional travel. Because it has something to do with the job or position that does not give a good choice selection of destinations and travel time.

6. Tourism for Convention (Convention Tourism)

Tourism convention or meeting is a meeting attended by hundreds or even thousands of participants who usually stay a few days in the city of the country.

Besides that, there are many kinds of tourism which are more popular. According to Yoeti (2005), some tourism which are more popular, as follow :

a. Based on the location, there are five kinds of tourism :

1. *Local Tourism*

Local tourism is a place where it has small space and is limited only in certain places.

2. *Religion Tourism*

Religion tourism is an activity of tourism business which is developed in a place or area and has bigger space than in local tourism, but smaller than national tourism.

3. *National Tourism*

National tourism means that the activity of tourism is developed by a region of a country. National tourism in broad meaning means the activities of tourism which are developed in a country.

4. *Regional International Tourism*

Regional – International tourism is the activities of tourism which is developed in a limited international region, but passed by more than two or three countries in the region.

5. *International Tourism*

International tourism is similar to World Tourism Business. It is the activity of tourism business which is developed in whole countries in the world. It includes Regional-International Tourism and National Tourism.

b. Based on the reason or purpose of tour, there are three kinds of tourism :

1. *Business Tourism*

Business tourism is a kind of tourism which the tourists come to work, trade, convention, seminar and so on.

2. *Vocational Tourism*

Vocational tourism is a kind of tourism which people do the journey for vacation, recreational or holiday.

3. *Educational Tourism*

Educational tourism is a kind of tourism which the people or visitors do the journey for the purpose of studying or learning in the field of education.

c. Based on the object, tourism consists of :

1. *Cultural Tourism*

Cultural tourism is a kind of tourism which motivates people to do the journey caused by the fascination of cultural art in that area.

2. *Commercial Tourism*

Commercial tourism is also called trade of tourism, because this journey is related to the national or International commercial activities like expo, fair, exhibition and others.

3. *Recuperation Tourism*

Recuperation tourism is called Health tourism. The purpose of this journey is to cure a disease.

4. *Sport tourism*

Sport tourism is aimed to see or witness the sport fair in an area, such as football, Olympiad, etc.

5. *Political Tourism*

Political tourism is a journey in which aims people to do the journey or to witness an event or occurrence which is connected with the activity of a state.

6. *Social Tourism*

Social tourism is a kind of journey, representing one kind of tourism which does not emphasize to get advantage like study tour, picnic or youth tourism.

7. *Religion Tourism*

Religion tourism is a kind of tourism which the purpose of this journey is to witness the religious activities.

8. *Recreational Tourism*

Recreational tourism is almost done by most of people in our society. They use their leisure to have new situation in fleshing themselves after working. The locations where they want to go to other places are namely beaches, forests, mountains, entertainments.

9. *Maritime tourism*

Maritime tourism is a tourism where the sea and the river will be the destination for the tourists to have a picnic. There are some activities which are related to maritime tourism, such as boat surfing, fishing, diving, etc.

10. *Historical Tourism*

Historical tourism is an activity of traveling to visit the historical places for a specific purposes. Historical tourism is focused on stories, artistic, scientific and lifestyle or heritage of people and places in the past.

2.5 Definition of Historical Tourism

Historical tourism is traveling to get experience when people visit the places or do activities that authentically represent the stories of people in the past, including : historical, cultural and natural resources (National Trust for Historic Preservation, 2003). NATHPO (2003) also adds historical tourism focusses on stories, artistic, scientific and lifestyle or heritage of people and places that have culture and history that characterized the place. So that, the definition of historical tourism is an activity of traveling to visit the historical places for a specific purposes. For example, to learn about local customs, traditions, history or cultures.

2.6 Historical Tourism in Palembang

Palembang as the capital city of South Sumatera is not only as the center of governance but also as the center of trade, industry and tourism. This 13-century old city has left many interesting historical traces to be explored.

Chronologically, legacy came from the time of the Kingdom of Sriwijaya, Palembang Darussalam Sultanate and the era of colonialism Netherlands and Japan (Dinas Kebudayaan dan Pariwisata Kota Palembang, 2014).

According to Dinas Pariwisata Kota Palembang (2017), there are several types of historical tourism in Palembang, such as : tourism destinations from the Kingdom of Sriwijaya, tourism destinations from Palembang Darussalam Sultanate, tourism destinations from Collonialism of Netherlands, and tourism destinations from Collonialism of Japan.

a. The tourism destinations from the Kingdom of Sriwijaya :

- 1) Taman Purbakala Kerajaan Sriwijaya (TPKS)
- 2) Museum Bala Putra Dewa
- 3) Bukit Siguntang

b. The tourism destinations from Palembang Darussalam Sultanate :

- 1) Masjid Agung
- 2) Masjid Lawang Kidul
- 3) Masjid Ki Merogan
- 4) Benteng Kuto Besak (BKB)

c. The tourism destinations from Collonialism of Netherlands :

- (1) Monumen Perjuangan Rakyat (MONPERA)
- (2) Kantor Ledeng (Kantor Walikota)

d. The tourism destinations from Collonialism of Japan :

- (1) Ampera
- (2) Bunker Pertahanan Jepang (GOA JEPANG)

2.7 Tourism Promotion Media

Promotion of tourism destination is needed by areas that have a lot of potential in the country. Promotion with well-designed sights will provide additional local revenue, and encourage the multiplier process of local economic development around tourism destination. Promotion has an important role in tourism development. Besides providing information in order to form the image of tourism, increasing tourist visits, also determining the success of efforts to create the demand for tourists to travel to Palembang city.

Promotion is meant as informing, persuading, and reminding tourists directly or indirectly about the product sold to potential tourists (Ali Hasan , 2015 : 259).

According to Yoeti (1996 : 52) the purposes of tourism promotion are : to introduce services and products produced by the tourism industry as widely as possible; to give impression as strong as possible in the hope that many people will come to visit; to deliver a compelling message with an honest way to create high expectations.

In short, tourism promotion is the activity or effort to introduce the attractions and how attractions can be visited. A good promotion can influence travelers to make a trip to some places. The purposes of tourism promotion are to introduce service and product, to give impression, and to deliver a compelling message of tourism.

2.8 Calendar of Palembang as an Effective Tourism Promotion Media

Calendar is an effective way to promote, because each calendar will automatically be seen throughout the year to remind everyone about some events or date.

According to Azhari (2008), calendar is an organizing system of time for identification purposes as well as the calculation of time in the long run.

Based on the shape, calendar is divided into two (Fabian : 2013). There are calendar table (desk calendar) and wall calendar.

1. Calendar Table or Desk Calendar

Desk calendar is a type of calendar that is put on the desk work (generally). Desk calendar has two forms, namely portrait (standing format) and landscape (sleeping format).

Generally, desk calendar format can be either monthly (one month) or bi-monthly. The size of desk calendar in general is 6 x 6 inches.

2. Wall Calendar

Wall calendar is a type of calendar in which the function of this calendar as the calendar placed on the wall. As well as the desk calendar, the wall calendar is also shaped portrait and landscape. The average size of wall calendar is 30 x 30 cm.

Calendar is also used to set up a meeting, appointment, determination of vacation and so on. According to Soegijanto (2010 : 55) at this time, the calendar has dual function. First is as a guide to determine the day, date, month and year. The calendar also has a function as a means of promotion.

Besides that, an existing image on a calendar is related to each other (themed) such as various types of animals, pictures of landscape, mountains, trees, flowers, even important events around the country or the city. Wibisono (2015) states calendar as a good promotion media fulfills the following criteria : (1). right on target / target audience ; (2). benefits achieved promotion (both for branding, selling, or both) :

(3). provide a positive image ; (4). unique and appeal ; (5). Having a life time as long as possible.

In addition, calendar has dual function, as a guide to determine the date, day, month, year and also can be as a promotion media. Calendar is one of an effective promotion media with the purpose of sale. Many things can be display in calendar because its useful things in daily life. Besides that, calendar fulfills the criteria to be a good promotion media such as right on target, benefits achieved promotion, provide a positive image, unique and appeal, also having a life time as long as possible.

In terms of product design, this calendar has its own uniqueness as well as its associated characteristic of the theme, form and its own meaning. The calendar that will be designed is a calendar of Palembang. As it is calendar of Palembang, the design for this calendar will be themes of Palembang. it can be likely Songket weaving background, some pictures, icons of Palembang city, etc which to emphasize the characteristics of Palembang city.