

CHAPTER II

LITERATURE REVIEW

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).

In other words, design can be perceived in different ways: as an outcome, as a process, as the purpose of that process, and as the ability (or capability) to reach that purpose (Ravasi, D. & Stigliani, I., 2012).

2.1.1 Types of Designer

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

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.

2.1.2 Basic of Design

In The Desktop Publisher's Idea Book, Chuck Green describes five steps that form the basic of good design:

1. Set the goal

Every design task begins by defining the end to be achieved—the goal of the design project, which is most often related to the action desired

by the target audience. Is the purpose to persuade the reader to a new point of view. Keep the goal in mind and allow it to determine the design.

2. Compose the message

The message is the most important element of any marketing piece—it informs the reader of the benefits of taking action. Affecting behavior is the result of explaining to the reader what to expect from the product or service. If you have a limited amount of space, devote most of it to benefits. Make the message reader-centered, clearly describing the enjoyment the reader will experience or the pain that will be relieved.

3. Choose the medium

The project's purpose and message both determine the layout. Sometimes the layout will be obvious—a business card or a display advertisement. Other times the choices will be broader—a flyer, brochure, or greeting card. The ultimate choice might be determined by the method of delivery to the target audience for example on a paper, direct mail, trade show, or mailed in response to an inquiry.

4. Select a design

To achieve maximum effectiveness, a design must take into account a myriad of elements related to the target audience for example age, education, language skills, visual preferences, cultural expectations, level of knowledge, and desires. These and other factors affect the selection of color palette, fonts, illustrations, and photographs.

5. Illustrate the message

Photographs and illustrations work the hardest when they reiterate and reinforce the message, or show what can't be said. Secondary use is to set the tone or draw attention to a specific element of the design. It is always desirable when a photograph or illustration can do both simultaneously. Clip art collections are a convenient and economical way to find an appropriate

illustration. Look for conditions that limit use to personal applications—meaning the image cannot be used in a business application such as a greeting card. Also be aware that much clip art is intended for use on card, which may make the resolution too low for commercial printing.

2.2 Tourism

2.2.1 Definition of Tourism

According to The European Commission 2002 in Benjamin, tourism is the set of activities performed by people who travel and stay in place outside their usual environment for not more than consecutive year, for leisure, business and other purposes.

According to Northen (2011), Tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities other hospitality services provided for individuals or groups travelling away from home.

Based on the definition above, author can conclude that tourism is the activities of person or groups by travelling, stay in some destination with some services including transportation and accommodation with the purpose to get happiness.

2.3 Promotion

2.3.1 Definition of Promotion

According to the great dictionary of the language of Indonesia, the promotion was the introduction in order to advance the trade business. Promotion is one of the types of communication which is often used by

marketers. As one of the elements of the promotional mix, sales promotion is an important element in product promotion activities According to Hasan (2009, p:10), "*Pemasaran adalah proses mengidentifikasi, menciptakan dan mengkomunikasikan nilai, serta memelihara hubungan yang memuaskan pelanggan untuk memaksimalkan keuntungan perusahaan.*"

Definition of sales promotion according to Sustina (as cited in the American Marketing Association (AMA): "Sales promotion are media and non media marketing pressure applied for a predetermined, limited period of time in order to stimulate trial, increase consumer demand, or improve product quality". The definition shows that promotion is a marketing effort that are media and non-media try to stimulate from consumers, increasing demand from consumers or to improve product quality.

According to Rambat Lupiyoadi (2006, p:120) the promotion of the vines is one of the variables in the marketing mix that is very important is exercised by the company in the market of services. Promotional activities not only serves as a communication tool between companies with consumers, but also as a tool to influence consumers in the purchase or use of the service in accordance with your wishes and needs.

In addition, the definition of promotion according to Buchari Alma (2006, p:179) is: "promotion is a form of communication that give explanations and convincing prospective consumers related to products and services with the aim to gain attention, educate, remind and reassure prospective consumers".

According to the experts above the writer concluded that the promotion is a tool of communication and the delivery of the message is done by both individual as well as intermediary with the aim of providing information on the product, price and place. Information that is informing, persuading, reminder to consumers, intermediaries or a combination of both.

2.3.2 Type of Promotion

As for the promotional mix according to Kotler Philip listed in the book by Drs. Djaslim Saladin (2004:172) is as follows:

1. Advertising

Advertising is the nonpersonal, rendering all forms of promotion ideas, promotion of goods or services carried out by paying sponsors. According to Djaslim Saladin (2007:129) which means advertising as follows: "Advertising is any form of representation which is nonpersonal, and promotion of ideas, the promotion of goods or services that are paid for by sponsors."

2. Promotion of sales

Sales promotion is a variation of short-term incentives to stimulate the purchase or sale of a product or service. While according to Cashmere (2004), the promotion is a way to increase sales through discounts or gifts on giving time against certain items anyway.

3. Public relations and publicity

Public relations is an attempt (variation) of the draft program to repair, maintain, or to protect the company or product image.

4. Personal Selling

Private sale or face-to-face is the oral presentation in a talk with one or more potential buyers for the purpose of making sales.

5. Direct Marketing (Direct Marketing)

Communication used directly from mail, phone, fax, e-mail, or Internet to get feedback directly from consumers clearer.

2.3.3 Purpose of Promotion

According to Tjiptono (2004:21), as a function of the promotion are:
The goal of the promotion include:

1. Inform (Informing), consist of:

- a) Informing the market about the existence of a new product.

- b) Explaining the workings of a product.
 - c) Introducing a new condition of use of a product.
 - d) Conveying the price change in the market.
 - e) Informing the services provided by the company.
 - f) Straightening out erroneous impression.
 - g) Mitigating the fears or concerns of buyers.
 - h) Building the corporate image.
2. Entice customers target (Persuading), consist of:
- a) Forming a choice of brands.
 - b) Choicing a particular brand.
 - c) Altering the perception of customers against product attributes.
 - d) Encouraging buyers to spend that time.
3. Alert (Reminding), consist of:
- a) Reminding the buyer that the product concerned is needed in the near future.
 - b) Reminding the buyer will be the places that sell the company.
 - c) Making buyers still remember even though there is no ad campaign.
 - d) Keeping the memory of the first buyer to fall on the company's products.

2.4 Souvenir

According to Nurnitasari, Aprianita, & Sofiyah (p: 144, 2009), Having a creative hobby is a very profitable thing for you. However the economic conditions that always hit this nation, you will never run out of creative ideas to create something. One form of creative hobby is making souvenirs. Souvenirs are objects that are identical to an area or a particular event. The shape is usually petite, concise, and has an artistic value. To make your work interesting, create something different and new.

A souvenir is valued not for the item itself but for the memories associated with it. Souvenirs remind people of the places they've been and the wonderful experiences they've had. A souvenir can be a mass-produced trinket from a souvenirshop, or it can be something found or collected by a visitor. For example, a souvenir from a mountain hike might be a pine cone collected along the trail.