

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1. Design**

##### **2.1.1 Definition of Design**

Design is about progress. It is the conceptualization and creation of new things: ideas, interactions, information, objects, typefaces, books, posters, products, places, signs, systems, services, furniture, websites, and so on. The other meaning of the design is a specification of an object, manifested by some agent, intended to accomplish goals. In a particular environment, using a set of primitive components, satisfying a set of requirements, subject to some constraints (Paul Ralph, 2013).

Designing is often considering as the aesthetic, functional, economic, and sociopolitical dimensions of both the design object and design process. It may involve considerable research, thought, modeling, interactive adjustment, and redesign. Meanwhile, diverse kinds of objects of design includes clothing, graphical user interfaces, products, skyscrapers, corporate identities, business processes, and even methods or processes of designing.

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).

##### **2.1.2 Basic of Design**

In The Desktop Publisher's Idea Book, Green (2013) describes five steps of good design for promotion media :

1. Set the goal

Every design activity begins with 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 of persuading reader to a new point of view. Keep the goal in mind and allow it to determine the design.

## 2. Compose the message

Message is the most important element of any marketing piece. It informs the reader about 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 to the reader, so it will create an experience or the pain that will be relieved.

## 3. Choose the medium

Both the project purpose and message will determine the layout. Sometimes the layout will be obvious, such as a business card or a display advertisement. Other times, the choices will be broader such as a flyer, brochure, or greeting card. The ultimate choice might be determined by the method of delivery to the target audience. For example, by using 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 a myriad of elements which 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 either photograph or illustration can do simultaneously. Clip art collections are a convenient and economical way to find an appropriate illustration. Looking for

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

### **2.1.3 How To Design A Greeting Card**

In the Design of lifewire book by howard (2107), describe the step how to design greeting card to make it look attractive for customers.

#### **1. Pick a Format**

Think about the kind of greeting card you want to make funny, serious, oversized, top-fold, or side-fold. Having a vision ahead of time speeds up the process even if you use templates straight from the software.

#### **2. Set Up the Document**

First, if your page layout or greeting card software has a blank template or wizard for the style of greeting card you want, use it to set up your greeting card. Otherwise, create a layout from scratch in the desired size. For a top-fold or side-fold card printed on letter size paper (rather than other types of specialty greeting card papers) create a folded dummy and mark the front, inside front, message area, and back of the greeting card.

#### **3. Choose Graphics**

Second, stick with one image or stock illustration. Some clip art is drawn with a cartoonish appearance. Some styles suggest modern, while other clip art has a distinct '50s or '60s air about it. Some images are fun, while others are serious or at least subdued. Color and types of lines and the amount of detail all contribute to the overall style. To keep it simple, choose a single photo or illustration to go on the front and put the text message inside.

#### **4. Modify the Images**

Third, some pictures work without modification, but changes in size and color can make an image work better for your greeting card layout. You can also use color and frames or boxes with dissimilar images to create a unified appearance.

#### **5. Select a Font**

Then, stick with one or two type of faces. Any more is distracting and tends to look amateurish. You want the type to convey the same tone or mood as the rest of the card, whether it's formal, fun, subdued, or in your face. You can change the font color so it contrasts with the paper color and other graphics, or pick a color that appears in the clip art to tie the two together. Black is always a good choice.

#### **6. Arrange Text and Graphics**

Next, even in a simple greeting card, [use a grid to align objects](#). Draw boxes or horizontal and vertical guidelines to help you align edges. Not every inch of the page has to be filled with clip art or text. Use the grid to balance out the white space (empty places) on your card. In brochures and newsletters, you don't want a lot of centered text, but in a greeting card, centered text is perfectly acceptable and a quick way to go when you aren't sure what to do.

#### **7. Create a Consistent Look**

After that, as you tweak the front and inside of the greeting card, aim for a consistent look and feel. Use the same grid and the same or complementary graphics and fonts. Print out the front and inside pages and place them side by side. Do they look as if they are part of the same card or do they look as if they don't belong together, you can throw in some [contrasting elements](#).

## **8. Add a Credit Line**

Afterwards, you've just created your masterpiece. One way to do this is to use the back of the card to credit yourself with the design. If you are making greeting cards for a customer or to sell direct, you may want to include your business name and contact information, but keep it simple. If you are working with a client, make sure that the credit line is part of your agreement.

## **9. Proof and Print the Greeting Card**

Lastly, when it comes time to print the final greeting card, don't forget that final proof. Before putting your creation on expensive photo paper or greeting card stock, print a final proof in draft mode on lightweight copy paper.

- Check text, graphics, and layout
- Check margins and alignment
- Fold the proof and make sure everything lines up correctly

If printing multiple copies of the final card, first print just one at high quality on the desired paper. Choose a paper that is heavier than copy paper, but is lightweight enough to fold easily.

## **2.2. Tourism**

### **2.2.1 Definition of Tourism**

According to Kodhyat (1998) states that tourism is a journey from one place to others which is temporarily by individual or groups as the effort to find the balance and happiness in the some aspects of social, culture, nature, and knowledge. Furthermore, Kodhyat (as cited in Kurniansyah, 2014) state that tourism is travel from one place to another place is temporary by individual or group, as businesses seek balance or harmony and happiness in the some aspects the socio-cultural dimension, nature, and science.

Moreover, according to Wahab (as cited in Kurniansyah, 2014) tourism is a human activity that is done consciously got the service alternated between the people within a country itself or abroad (including citizens from other regions) to find pleasure and the different to what happened where the person is living.

Additionally, according to the opinions expressed by Yoeti, (1991, p: 103). Tourism is derived from two words namely *Pari* and *wisata*. *Pari* can be interpreted as much, over and over, circling or complete. While Tourism can be defined as a trip or traveling. On the basis that the word "tourism" can also be interpreted as a trip that was done many times or move from one place to another place or in another language of the United Kingdom is also didebut with the term "Tour".

According to Suwantoro in Kurniawan (2015) state that the tourism is a temporary process of a person doing activities outside from the person is living. Some of the factors that encourage people to do the tours is due to a variety of interests, or the other factors such as economic, social, cultural, political, religious, health or other interests like just wanted to know, adding to the experience or learning. Based on the definition above, it was concluded that tourism activities of tourism have traits based as follows:

1. There are two interrelated location i.e. Origin and destination area.
2. As the destination area must have the object and also a tourist attraction.
3. As the destination area must have the infrastructure for tourism.
4. Implemented a trip to the destination temporary.
5. There are impacts posed, especially in terms of the social objectives of the regional culture, economics and the environment

### **2.2.2 Type of Tourism**

According to Pendit (1999) there are some types of tourism in general, among others:

#### **1. Cultural Tourism**

Cultural tourism is characterized by a series of motivations, such as the desire to study in the centers of teaching and research, learn the customs, institutions, and way of life are different, visiting historical monuments, relics of the past, art centers and religious, the arts festival of music, theater, folk dance and others.

#### **2. Tour Convention**

Tour Convention is a convention that provides the building with a room-the room where the session for participants of the Convention, or other meetings which are national or international.

#### **3. Social tourism**

Social tourism is an easy and cheap travel to give a chance to the economic community of weak to travel such as laborers, youth, student or students, farmers and so on.

#### **4. Tour of the nature reserve**

It is a tour organized agents or travel agency that specializes with its efforts to organize trips to the place or the area of the nature reserve, a protected Park forest, a mountainous area and so on are protected by the Act.

#### **5. Sightseeing Tour Honeymoon**

It is an organization of travel for newly wed couples who were honeymooning, with special facilities, separate for the sake of pleasure travel and their visits

While according to Ismayanti (2010) types of tours are divided into several types, among others;

#### 1. Sports Tourism

Tourism can be further divided into two categories:

a. Big sports events, like large sporting events like the Olympic Games, the ski world championship, world championship boxing, and others of interest to the audience or the fans.

b. Sporting tourism of the Practitioners, like sports tourism for those who want to practice and practice by yourself as mountaineering, sport horseback riding, hunting, fishing and others.

#### 2. Culinary tour

The purpose of this tour to pamper the stomach and tongue with a wide range of specialties from the region of destination tourism area. And also to get to experience the science of cooking of food typical of certain areas that make the ride becomes more special.

#### 3. Religious Tourism

This is done for the tourism activity that is religion, religious, and divinity

#### 4. Argo Tours

This tour utilizes business argo as a tourist attraction with the purpose of expanding knowledge, experience, and recreation. Argo business that is commonly utilized could be efforts in the fields of agriculture, livestock, forestry, and fisheries.

#### 5. Cave tourism

Tours of the cave are conducting the exploration into the cave and enjoy views that exist in the cave.

#### 6. Shopping tour

This makes the shopping tourism as its main attraction.



## 7. Ecological Tourism

This type of tourism is a form of tourism that attracts tourists to care for natural and social ecology.

Different types of tourism can be developed in the future, as in the above-mentioned desire and attraction of tourists. This is certainly can open up a new tourism business and should consider the wants and needs of interest by tourists.

### **2.3. Traditional Clothes**

#### **2.3.1 Definiton of Traditional Clothes**

Many countries retain a certain special clothes model as the identity of the country. Not only clothes, but daily traditional clothing can be used as personality of a nation. But not every country or a particular tribe wearing his national attire in daily life. A clothes marker of identity of a country more often worn on special occasions such a great memorial day or certain ceremonies.

According to Soerjono Soekanto (1990) any societies formed a pattern of custom or habit which patterns behavior for a member of the community in meeting the needs of various fields that cover anyway, one is all dress ways. Some have been accustomed to such an extent that it is difficult to change. Traditional Clothes Of Palembang.

#### **2.3.2 Traditional Clothes of Aesan Gede**

According to experts Mr. Ali Hanafiah, the cultural meaning of Aesan Gede is outfits greatness. Aesan meaning garnish as well as Gede is greatness. Traditional clothes of Aesan Gede was used during Sriwijaya kingdom era. At that time, Palembang, became a center of teaching Buddhism in Southeast Asia. The alleged original of traditional wedding clothes Palembang Aesan Gede is based on the pattern of the beauty and grandeur of the clothing as well as a compliment. At this

time the fabric songket wave using pure gold, and an ornament complement is gold and made of precious stones. All those traditional clothes are used simultaneously as the symbol of the Kingdom of Srivijaya, indeed known as a prosperous kingdom and triumph.

After years of the 1970-80's societies started to wear Aesan Gede on wedding ceremonies. Because the general public feels different with the Royal family, then the public is added to cover the chest with *Terate*. As well as some additional accessories that is commonly used for clothes such as the Aesan Gede crowns and bracelets. And also to add a polite and luxurious impression among the public until now.



Picture 2.1 Aesan Gede

### 2.3.3 Traditional Clothes of Pak Sangkong

According to Mr. Hanafiah as the culturalist of Palembang. One kind of traditional wedding clothes of Palembang is Pak Sangkong. The traditional clothes is created by Queen Sinuhun she was as the wife of Prince Sido Ing Kenayan, who reigned in the year of 1639-1650. At that time, Palembang, became a Sultanate of

Palembang who made Islam as the basis of Government. At this time, Pak Sangkong as traditional wedding clothes. In accordance with teaching Islam, also obliges to cover nakedness.

Pak Sangkong which is a traditional clothing Palembang wedding after wedding traditional clothing Aesan Gede. Pak Sangkong is also sometimes called by the Aesan Penganggon. According to yudhi, Pak Sangkong is composed of two words, namely Pak and Sangkong. Pak means eight and Sangkong means gods. So, Pak Sangkong is the clothes of the eight gods. Traditional clothing Pak Sangkong get influence from Chinese and Arabic. Traditional clothing Pack Sangkong is used when the general public can't wear clothes Aesan Gede.

#### **2.3.4 The Relationship Between Traditional Clothes and Tourism**

In tourism, there are several aspects such as history, culture, language, customs, clothing and handicrafts. Among the several aspects the traditional clothes are a part of tourism, which is rare to be introduced to the tourists. Traditional clothes can be categorized as physical culture because it is a result of the work of human beings in society that is concrete and the object can be touched and seen.

Nowadays, people are curious with fashion as well as culinary, and fashion week is one way to promote traditional clothes. "For some time now there has been an evolution of the "new tourist" who requires and is willing to pay for more than the regular package of sun, sea and sand, the typical tourism packages. Destinations worldwide are beginning to diversify in repackage their tourism product by introducing niche market and alternative forms of tourism. One of the products is fashion destination, it can be introduced the traditional clothes of each country (Zadd and Eastman designs. 2013).

According to Cabrera (2103) stated that fashion tourism is defined as the phenomenon whereby people travel to stay in places outside their usual environment to enjoy experience and possibly consume of fashion. And this is one way that can be used to introduce the traditional clothes at the certain events for example is fashion week, not only to pick up the traditional clothes but also to bring more tourist both local and foreign.

## **2.4. Promotion**

### **2.4.1 Definition of Promotion**

According to the great dictionary of the language of Indonesia, the promotion is 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), the promotion is the marketing function that focus to communicate marketing programs are persuasive to the target customers-prospect (audience) to encourage the creation of transaction exchange between the company and audience.

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, to increase consumer demand, or to improve product quality”. The definition shows that promotion is a marketing effort that are media and non-media try to stimulate the consumers, to increas 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.

#### **2.4.2 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.

### 2.4.3 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.

## **2.5. Greeting Card**

### **2.5.1 Definition of Greeting Card**

A greeting card is an illustrated, folded card featuring an expression of friendship or other sentiment. Although greeting cards are usually given on special occasions such as birthday or wedding, they are also sent to convey thanks or express other feeling. According to Cambridge Dictionary (2010) greeting cards is a piece of thick paper folded in half with a picture on the outside and a message inside, that you write in and send or give to someone, for example at Christmas or on their birthday. A greeting card is a folded paper card, decorated card bearing a message of greeting, congratulation, or other sentiment, usually sent or given on a special occasion or holiday (Dictionary of the English Language, Fifth Edition. 2016).

A greeting card expresses all the human emotions, joy, thanks, sympathy, humor, love and admiration. It allows us to connect on an emotional level with the people who have touched our lives. Sending personalized greeting cards allows us a vast variety of sentiments that allow us to express our caring for family, friends, customers, clients and employees.

### **2.5.2 Type of Greeting Card**

B. There are so many occasions when a greeting card can be given to someone.

This is a list of some of the main ones:

1. Birthday

Celebrate the day when someone was born by giving them a greeting card to wish them a Happy Birthday.

2. Wedding Anniversary

A Happy Anniversary card is usually given by a wife and husbands to each other and also to the married couple of friends and relatives on a wedding anniversary.

3. New Baby

Greeting cards for a new baby are given to new parents to congratulate them on the birth of their baby.

4. Get Well

When someone is sick cheer them up with a get well message.

5. Sympathy

Express your sympathy for the loss of a loved one.

6. Engagement

Send congratulations to the happy couple on their engagement to be married.

7. Wedding



A wedding day greeting card sending best wishes to the bride and groom for their marriage.

#### **8. Bridal Shower/Kitchen Tea**

A card is given with a gift for the bride for her new home with her husband.

#### **9. Congratulations**

Events in life call for a congratulations such as: a job promotion, graduation or just about anything that is a really important achievement for anyone.

#### **10. Thank You**

There are lots and lots of reasons to say thank you. It can be for a gift or for a gesture.

#### **11. Friendship**

Use a greeting card to tell your friend how important their friendship is to you and how much you appreciate them.

#### **12. Love**

Say I love you with a greeting card.

#### **13. Bon Voyage**

Wish you all the best for your holiday, vacation, trip.

#### **14. Christmas**

Send your seasons greetings for the festive season. Usually the card will be given on december 25th.

**15. Valentines Day**

A traditional day to tell those you love how you feel about them. Usually the card will be given on february 14th.

**16. Mothers Day**

A special day for mothers to tell them how much you love and appreciate them.

**17. Fathers Day**

A special day for fathers to tell them how much you love and appreciate them.

**18. Sorry**

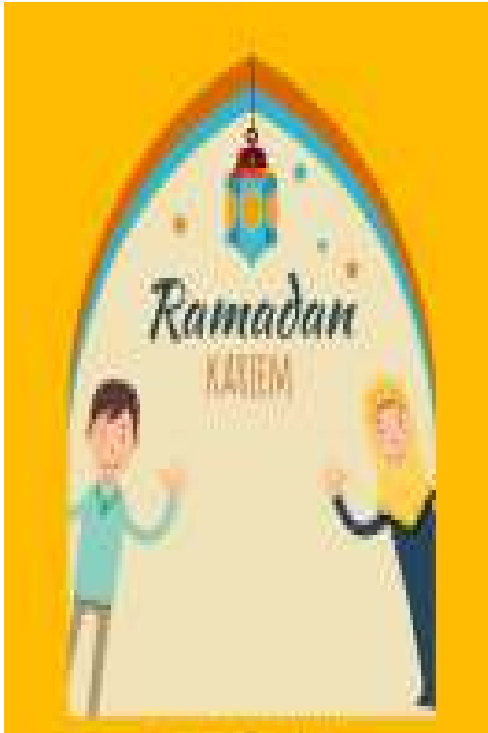
A card to say you're sorry.

**19. Thinking Of You**

Tell someone they are on your mind. They may be going through a hard time or you may just want to let them know that you care about them.

**20. New Home**

Welcome to your new home.



Picture 2.2



Picture 2.3

C. Greeting cards can be further categorized according to whether they are:

1. Traditional: this verse is usually rhymed.
2. Contemporary Prose: incorporates soft, realistic writing, that is conversational in tone.
3. Studio or Humorous: joke and gag cards.
4. Alternate: those carrying alternate themes. Alternative cards use both contemporary prose and humor to get their message across.

### 2.5.3 Benefit Of Greeting Card

A greeting card expresses all the human emotions, joy, thanks, sympathy, humor, love and admiration. It allows us to connect on an emotional level with the people who have touched our lives. Sending personalized greeting cards allows us a vast variety of sentiments that allow us to express our caring for family, friends, customers, clients and employees.

The variety of traditional greeting cards offer tangible beauty, the texture, the addition of confetti or personalized stickers – there are no limits to what you can find when you shop traditional greeting cards online or at a local retailer. A greeting card in the mailbox not only brightens our day, but can instantly connect us emotionally to friends and family. That special bright-colored or hand-written envelope stands out among our piles of bills and magazines and serves as a reminder that someone has taken the time from their day to reach out to us and show us they care. There are some of benefits of greeting cards;

1. Mean someone has taken the time to send a special message
2. Add a personal touch to special occasions and holidays
3. Connect us to all different types of people, including co-workers, teachers, family and friends
4. Help us put our emotions into words
5. Provide a tangible keepsake to document special moments in our lives
6. Help us reach across generation, gender and cultural communication gaps
7. Provide comfort to someone and make sad times less painful
8. Boost emotional well-being through reaching out to others
9. Make a loved one feel special
10. Preserve memories of connections with friends and family
11. Show someone you care