

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Design**

The role of design in all fields of promotion is needed. Because design is the initial process or design that is the basis for making an object. Without a design it is possible for everything to be less attractive. Therefore design must have an element of creativity and innovation to make it more attractive. Design is the first step before making an object, be it clothes, furniture, buildings, and so on. Generally when making a design it is necessary to enter elements as considerations, calculations and according to wishes, so that in other words Design is a picture of the formulation of various elements including there are various kinds of considerations.

##### **2.1.1 The elements of design**

Good design can sometimes seem magical, like the designer simply stumbled onto a great combination of components that both engage and enlighten the viewer. In actuality, designers use a set of tools, known as the elements of design, to build and hone that perfect design. According Meg Reid (2019), here is an overview of the six basic elements of design:

- 1) Lines enclose and contain the parts of a design by creating outlines. They can be smooth, rough, continuous, broken, thick or thin. Lines also send subliminal messages. A diagonal line, for example, has kinetic energy and movement, while a straight line is more ordered and clean. Lines can be used to emphasize, setting particular information off in a busy composition and drawing the eye to a particular area. They can be formed into shapes or frames (more on both of those a bit further down). The eye will also see lines in other places—think buildings, branches of a tree, a horizon, or a set of train tracks—that offer a natural edge or borders.
- 2) Color is incredibly important and should never be an afterthought. Even a design set entirely in grayscale needs to be balanced and contrasted appropriately. In addition to hue (red versus blue), consider the saturation and brightness (or “value”) of each

color. Learn the basics of [color theory](#) to be sure a composition has the right mood, temperature and tone.

- 3) shape is any enclosed space defined by lines or in contrast to its surroundings. They can be geometric (squares, ellipses, triangles, etc) or organic (a speech bubble, a blob, those little spiky things that pop on the screen when Batman punches someone). Other components of a composition, like blocks of text, are also shapes.
- 4) Texture is everywhere as we navigate the world around us by both sight and touch. While we can't feel them on websites and printed pages, textures from the outside world can be brought into a composition to give it life.
- 5) Framing. Frames can be subtle but once you train your eyes to look for them, they'll start showing up everywhere. Frames organize information and create hierarchy for the eye and highlight the most important information for the viewer. They can be pretty and decorative or basic and utilitarian. Frames also help define shapes in the blank white space of a page.
- 6) [Typography](#) is an important element of design because it literally conveys the message you want to communicate. But type can also be more than words: if used in an intentional way, type can also be a striking visual element or a shape, as well as provide structure between the content and the visuals.

## **2.2 Tourism**

Tourism, the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of service.

### **2.2.1 definition of tourism**

According to Irish (2011) tourism is an activity for recreational or leisure activities of people. It's also an essential part of our life as it refreshes the mind and reduces the stress of our life. Other opinion from Jalim (2018) travelling is a way to learn and experience new cultures, traditions and meet new people at the same time. In short, tourism is the movement of tourists from one place to another place.

### **2.2.2 criteria of tourism**

According to Tugberk (2010) there are three criteria used simultaneously in order to characterize a trip as belonging to tourism. The displacement must be such that:

- 1) Involves a displacement outside the usual environment: this term is of utmost importance and will be discussed later on.
- 2) Type of purpose. The travel must occur for any purpose different from being remunerated from within the place visited: the previous limits, where tourism was restricted to recreation and visiting family and friends are now expanded to include a vast of purposes.
- 3) Duration. Tourism displacement can be with or without an overnight stay. We shall discuss the particular of in transit visits, from a conceptual and statistical point of view.

### **2.2.3 Type of tourism**

Jalim(208) states there are seven types of tourism. They are recreational tourism, cultural tourism, nature tourism, pleasure tourism, religious tourism, medical pilgrimage and adventure tourism.

#### **1) Recreational tourism**

This includes people who travel to relax and have fun.

#### **2) Cultural tourism**

Cultural tourism is the subset of tourism concerned with a traveler's engagement with a country or region's culture, most importantly it focuses with the lifestyle or the people, their history, their art, their religions and the other elements that help to shape their life.

#### **3) Nature tourism**

This is referred as responsible travel to natural areas, which conserves the environment and improves the welfare of the local people. It's tourism based on the natural attractions of specific area. Some examples include birdwatching, photography, camping, hiking, hunting, fishing, and visit paths. These experiential tourists are interested in a diversity of natural and cultural resources. They want what is real and they want to be immersed in a rich natural, cultural or historical experience. Nature based tourism provides incentives for local communities and

landowners to conserve wildlife habitats upon the industry depends, it promotes conservation by increased value on remaining natural areas.

#### **4) Pleasure tourism**

Some people travel for happiness and satisfaction.

#### **5) Religious tourism**

It's also referred as faith tourism. It's a type of tourism where people travel individually or in a group for pilgrimage or leisure (fellowship) purposes. Normally these type of people travel to Mecca, Medina, Karbala, Vatican city for Hajj pilgrimage.

#### **6) Medical pilgrimage**

Medical tourism refers to people travelling to country other than their own to obtain medical treatment. Medical tourism most often is for surgeries or some people travel for dental care or fertility treatments. People with rare conditions may travel to countries where the treatment is better understood. Health tourism is a term for travel that focus on medical treatment and the use of healthcare service.

#### **7) Adventure tourism**

Adventure tourism is a tourism involving exploration of travel with a certain degree of risk and it may also require special skills and physical exertion. Adventure tourists may have the motivation to achieve mental states characterized as rush or flow, resulting from stepping outside their comfort zone.

### **2.2.4 Definition religion tourism**

According to Rinschede (2002) Religious tourism is that form that is exclusively or strongly motivated for religious reasons. Meanwhile, in another opinion Nuruz (2010) said Religious Tourism is one type of tourism product that is closely related to religion or religion that is embraced by humans. So that, the definition of Religious tourism is interpreted as a tourist activity to a place that has special meaning for religious people, usually in the form of places of worship, clerical tombs or ancient sites that have advantages. These advantages, for

example, are seen in terms of history, the existence of myths and legends about the place, or the uniqueness and superiority of the architecture of the building

### **2.2.5 Religion 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 religious traces to be explored.

According to Purwanto (2018) there are six religious tourism in Palembang, that's are:

#### **1. Sultan Mahmud Badaruddin Mosque**

Sultan Mahmud Badaruddin Mosque of Palembang is the oldest mosque in the archipelago and has often undergone renewal. When viewed from the side of the building, the Sultan Mahmud Badaruddin Mosque combines three cultures into one, namely Indonesia, Europe and China. At the tip of the cone-shaped mosque tower like a cone. The meaning of the cone that is shaped like a mountain has a meaning in which the relationship between humans and their God, with their nature, and humans and fellow humans. Sultan Mahmud Badaruddin Mosque has regular activities every day namely rawatib five daily prayers, the reading of the yellow book by the Ulama and the da'wah of the mosque. This is inseparable from the main purpose of the mosque building, namely to introduce Islam and remember Allah.

#### **2. Kiai Muara Ogan Mosque**

Kiai Muara Ogan Mosque was built in 1870. Around the mosque there is one of the tombs of Palembang ulama which is a place for pilgrimage for tourists. Uniquely, the Kiai Muara Ogan Mosque is located on the outskirts of the Musi River. So that the mosque is not only accessible by land, but can also be accessed through the waterway. Kiai Muara Ogan Mosque is a historical proof of the spread of Islam in Palembang. For those who want to learn about the spread of Islam in Palembang, the Kiai Muara Ogan Mosque is the right place to visit.

#### **3. The Giant Al-Qur'an Museum of Palembang**

H. Syofatillah Mohzaib is the person who became the initiator of this place. The point is to create this religious tourism area so that you can love and appreciate the Qur'an. The manufacturing process requires a team of 35 people, and takes around seven years. Before the biggest Al-Qur'an was officially published, it had been displayed in the exhibition hall of Sultan Mahmud Badaruddin Mosque of Palembang for three years with the intention of

getting an assessment and input from all the people. The Giant Al-Quran is carved with Palembang characteristics on a sheet of wood, and spends approximately 40 cubic meters of trembesi wood with a total cost of approximately two billion rupiah. With the existence of the Al-Qur'an the Giant makes the only and first in the world as the largest Al-Qur'an in the form of manuscripts. Because of its uniqueness, it is not surprising that every day the Al-Akbar Qur'an is crowded by domestic and foreign tourists.

#### 4. Cheng Ho Mosque Palembang

The laying of the first stone for the establishment of the Al Islam Mosque of Muhammad Cheng Ho Sriwijaya was carried out in September 2005. The use of Cheng Ho's name was not without reason, because according to Cheng Ho's history spreading Islam in the trade territory he visited.

The Cheng Ho Mosque is equipped with two towers, each named Habluminallah (relationship with Allah) and Habluminannas (relationship with Humans). The two towers of the Cheng Ho Mosque have five levels that symbolize the number of five prayer times performed in a day. Tower height reaches 17 meters, the figure is a symbol of the number of rakaat prayers that need to be done by every Muslim in a day.

#### 5. Kemaro Island Palembang

Kemaro Island is a famous recreation place in Palembang and is crowded with tourists. Although the existence of Kemaro Island is in the middle of the Musi River, it is said that Kemaro Island never sank even though the Musi River experienced high tides. Inside Kemaro Island there is one of the HokTjing Rio Temples which was built since 1962. There is a tomb of Prince Tan Bun An and Putri Siti Fatimah which are located side by side in the front area of the temple. On this island it has also become the main choice place when holding a Cap Go Meh celebration after Chinese New Year. Believed, on this island there is a unique tree that symbolizes true love. This love tree stems from the stories of Tan Bun An and Siti Fatimah. It is said that if there are lovers who write their names on the tree, their relationship will last to the level of marriage. That's why it's no wonder this island is also called Jodoh Island.

#### 6. AL-Munawar village

This village is located in the 13 Ulu region, Palembang. The origin of the Al-Munawar Arab Village is inseparable from the role of the Dutch Government, which hundreds of years ago, around 1825, approached the Arab Ethics, by appointing a leader who was given the rank of Captain. The last Arab captain here was Ahmad Al-Munawar who died in 1970. In Al'munawar village there are rows of old houses that have reached the age of up to 250 years, which are still standing because they are made of iron wood and marble which are imported directly from Europe. Al-Munawar community is very friendly and open to tourists who come. When entering this village, don't be surprised because the Al'Munawar village is very attached to Arabic customs. Women wear long headscarves and burqos cover shy walking faces when passing by tourists, while men get ready to go to the mosque.

### **2.3 Calendar**

Calendar has become one of the important tools in human civilization. Many important events can then be remembered and traced to the truth because of a clear date at the time of the incident. Calendar, date, or calendar is a system for naming a period of time (such as a day for example). According to Rohma (2018)

Calendar is a system of organizing one unit of time, for the purpose of marking and calculating time in the long run.

### **2.4 Type of calendar**

According Pranata (2019) there are several types of calendars are categorized in terms of size and concept, such as:

#### **1) Desk calendar**

The desk calendar is a type that is placed on a table by stacking on the elbows or folds of paper. The format is smaller than the hanging calendar. The paper used is also thicker with better image quality. Some people like the desk calendar because it is very practical, can be directly held and turned back and forth, and looks elegant and sturdy. At first glance this calendar looks minimalist but is preferred because its use is far more practical. Can also be taken anywhere or placed directly on the table where it works.

#### **2) Wall Calendar**

This type of calendar is often encountered. The standard size format or even can be wider and enough to hang on the wall. The advantage of this type of calendar is its large size so that from a little distance we can see it. But to check the date on another month you have to flip it over. Another advantage is the size of the printed image is larger. Especially if the image or illustration attracts attention so it is suitable to be used as a great promotional tool. Some of these types of calendars actually use them by applying beautiful concepts of images or illustrations so that they can be used as wall hangings.

### 3) Poster Calendar

As the name implies, the size of this calendar is the same or may be slightly smaller than the poster in general. But it only consists of one wide sheet in which all months in one year and details of the information are included. For business promotion tools, this calendar can maximize messages from the design concept with a number of information deemed necessary. The way to put it is enough to be affixed to the wall. The disadvantage is that it is rather difficult for people to check the date because each month's information is listed on a smaller scale than the size format. But it is also interesting if you want to make a calendar in a poster format that aims to attract people's attention because of its wide size and affixed to the wall.

### 4) Manual Calendar

What is meant is the type of calendar where each change of date, day and month is done manually. The shape is two wooden blocks with each number and several pieces of wood bearing the moon. But the weakness of this type of calendar only displays information on the day and date. The advantage, no need to buy a new calendar every turn of the year.

### 5) Mini calendar

The format is much smaller than the desk calendar. Can also be called a pocket calendar because it only needs to be pocketed if you want to carry it everywhere.

## **2.5 calendar as promotion media**

With a calendar, people will see the description that is written every day unconsciously. They see it because they really need to set a schedule. Over time, the description and icon printed will be embedded in the mind and always remembered.



Calendars are also used to set up a meeting, appointment, determination of vacation time and other compromises. Calendars can also be designed in accordance with the purpose of sale.

According to Soegijanto (2010:55) at this time the calendar has dual function, first is as a guide to determine the date, day, month and year, and the calendar also has a function as a means of promotion. Another reason is in the effectiveness of many things that can be displayed in the calendar. Typically, an existing image on a calendar related to each other (themed) such as various types of animals, pictures of landscapes, mountains, trees, flowers, people in companies or particular institutions, and important events around the country.

Calendar provides benefits for the recipient. This is one promotional product that is not likely to be discarded and very possibly will be displayed at home or in the office. It might even give pride to those who receive it. Everyone must see the the calendar, not only by customers, but they also must have seen relationships. Calendar impact promotion has chance to be seen more often, especially if it is put in strategic places.

## **2.6 Good calendar criteria**

As stated on the Creohouse website, there are several things that must be considered in order to make a good and interesting calendar. Such as:

### **1) colour**

Indirectly the color will make a calendar describe the identity of the owner. For example, a calendar with blue nuances can represent a drinking water company. Preferably, avoid choosing colors that are far from representing the company's identity or the origin of the calendar.

### **2) Picture**

It must be remembered that the lifetime of a calendar is very long, so the design created must be as optimal as possible. Make a calendar that can be used as a media for romance, displaying the best photos that can be exhibited in the calendar so that they can attract the attention of others.

### **3) Calendar size**

The calendar size greatly affects the design made. If the calendar is printed with A5 paper, it is better to use letters that are easy to read and not too large or too small.

Another opinion is stated in the Uprints.id blogpage, people might buy a plain calendar and have enough space to be given notes. But some, maybe you want a calendar with an attractive and minimalist design. Here are some things that must be a concern to make the calendar design better and more interesting:

- 1) Conceptualizing a theme

Be sure to have an interesting theme that can be applied consistently to the entire calendar. The theme chosen should not be offensive to various parties.

- 2) Determine the message you want to convey

After the theme is selected, determine the message you want to convey. The message delivered must be unique, easy to understand and easy to remember.

- 3) Selective in choosing images

When it comes to calendars, images that aren't too crowded are the best choice. Choose product images that are truly high quality and have high resolution. With clear and good images it will look more attractive.

From the two opinions above, the writer concludes that a good calendar criterion is a calendar that pays attention to various aspects of the manufacturing process, such as design, images and messages that are delivered (content