

CHAPTER I

INTRODUCTION

1.1 Background

There are many kinds of promotion that aim to attract as many potential customers as possible to make a purchase. Such as physical promotion which is usually done at certain events or special events held in a place such as exhibitions, bazaars, festivals, and concerts. Usually sellers open a kind of "stand" or "booth" to display and offer products or services at the events. Promotion through electronic media such as radio and television, promotion of digital media includes internet media and social media or social networking, and promotion through traditional media is printed media such as newspapers, magazines, tabloids, snake and ladder game, monopoly game and so on.

One of the promotions is through monopoly game. According to (Husna, 2009) monopoly is one of the most famous board games in the world. The aim of the game is to master all plots on the board through the purchase, leasing, and exchange of property in a simplified economic system. Each player throws the dice alternately to move the pieces, and if he lands on a plot that is not owned by another player, you can buy the plot according to the price indicated. If the plot has been purchased by another player, you must pay the player the amount of rent that has also been set.

Not only ordinary game, but monopoly game can also help to promote tourism in Indonesia, especially tourism in Palembang. Because the city offers a variety of tourist attractions among natural tourism, cultural and religious tourism with all its potential and uniqueness. According to the results of the questionnaire obtained by dividing the question about the game of monopoly and attractions to 15 elementary school students that 90% of them already know and even played monopoly. While 70% of them do not know the tourism object in Palembang.

Many tourism object in Palembang, there are little possibility for children to find out many tourist attractions in Palembang. Therefore, the writer wants to make the media easily accepted by children, which is a traditional monopoly paper game because it can train a child's physical and mental and indirectly, children will be stimulated by creativity, dexterity, leadership, intelligence, and breadth of insight through traditional game. Psychologists consider that traditional toys are actually capable of forming children's motor skills, both roughly and smoothly and can make children play and learn about the destinations in Palembang and more time for children to play monopoly paper game than adults.

After the children already know the tourism object in Palembang, they are more likely to want to visit the tour that they saw in the game with their family. Because family vacations are very valuable for children. The moment of togetherness and memories that they will have. Holidays are also useful to form close ties between family members. And also can be as knowledge for children about tourism objects since childhood so that it will be easier for them to know in the future. Finally, the writer chooses the title for this final report "Designing Monopoly Paper Game to Promote Tourism Objects of Palembang City for Children".

1.2 Problem Formulation

The problem of this report is how to design monopoly paper game about tourism objects of Palembang city for children.

1.3 Problem Limitation

Based on the problem formulation, the research is limited on is how to design monopoly paper game about tourism objects of Palembang city. The monopoly paper game is hope to make children can play with friends and gain knowledge about attractions in the city of Palembang.

1.4 Purpose

The purpose of this report is designing monopoly paper game about tourism objects of Palembang city.

1.5 Benefits

There are some benefits of this final report, which intended to the readers, children and local government.

a. For readers

This report is expected to give information and knowledge about Palembang tourism objects. By having the information, the readers provided by local tourism objects as cultural heritage.

b. For children

Through this media, it is expected to be able to introduce tourism objects of Palembang city to community, especially children. They can find out more about tourism object of Palembang and possible introduce and promote the objects to their friends.

c. For government

This final report could help the government to introduce tourism objects of Palembang by a game media as media of tourism promotion to attract, to increase interest and knowledge of tourism objects of Palembang. This is doing so because a game, especially monopoly game, is a powerful media to attract people attention because it is easy to play & very popular game.