

CHAPTER II

LITERATURE REVIEW

This part presents the definition of design, monopoly, game equipment monopoly, promotion, purposes of promotion, tourism object, element of tourism object.

2.1 Design

(Nurhayati, 2004) state that *“Desain merupakan suatu proses pengorganisasian unsur garis, bentuk ukuran, warna, tekstur, bunyi, cahaya, aroma dan unsur-unsur desain lainnya, sehingga tercipta suatu hasil karya tertentu.”* It means that design is the process of organizing line elements, shapes, sizes, textures, colors, sounds, light, aroma and other design elements to texture work. (Lauer and Pentak, 2011) say that design is inherent in various disciplines of art ranging from painting and drawing to sculpture, photography, and time-based media such as film, video, computer graphics, and animation. According to (Macdonald, 2004) design is the shape and color of artifacts or natural forms.

The similarity of the experts above according to Nurhayati (2004) and Macdonald (2004) design is a process of forming, coloring in a natural form for a job. The different according to Lauer and Pentak (2001, p. 4) design is closely related to painting and drawing such as sculpture, film, animation and others.

Based on those theories, design is the process of forming and coloring an object and it is usually closely related to painting, drawing, and time-based media.

2.2 Monopoly

(Husna, 2009) said :

“Monopoli adalah salah satu permainan papan yang paling terkenal di dunia. Tujuan permainan ini adalah untuk menguasai semua petak di atas papan melalui pembelian, penyewaan dan pertukaran properti dalam sistem ekonomi yang disederhanakan. Setiap pemain melemparkan dadu secara bergiliran untuk memindahkan bidaknya, dan apabila ia mendarat di petak yang belum dimiliki oleh pemain lain, ia dapat membeli petak itu sesuai harga yang tertera. Bila petak itu sudah dibeli pemain lain, ia harus membayar pemain itu uang sewa yang jumlahnya juga sudah ditetapkan.”

It means that 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.

Monopoly is a legendary game played on a piece of paper in the form of building assets and land. and this game teaches players about purchasing systems, property exchanges, and rentals. and on each side of the paper there is a box containing various destinations, cities, and countries.

2.2.1 Equipment of Monopoly

According to (Husna, 2009) equipment of monopoly needed are:

1) Bidak-bidak untuk mewakili pemain ..., 2) Dua buah dadu ..., 3) Kartu hak milik untuk setiap properti ..., 4) Papan permainan dengan petak-petak yang berisi ...

It means that the first is pawns to represent players. There are lots of pawns that can be used for example shoes, hats, toys people, etc. The second is two six-sided dice. Two six-sided cubes (usually made of wood or plastic), on the six sides one-to-six-eyed ones are arranged in such a way and are used in games such as monopoly, snake ladder and others. The third is ownership cards for each property. This card is given to players who bought the property. On the card are

listed property prices, rental prices, mortgage prices, house and hotel prices. The fourth is monopoly money that is money whose material, size, color, and / or design resembles a rupiah that is made, formed, printed, duplicated, or circulated, not used as a means of payment. for example: 1000, 2000, and so on.

Then, monopoly house and hotel. They are 32 houses and 12 hotels from wood or plastic. Houses usually are green, hotels are red. Next, opportunities and general fund cards. 16 cards opportunity, There is a high probability that the chance card can make you move from one plot to another because 10 out of 16 cards require moving. In addition, there are two gift cards that can give you money, two penalty cards that can withdraw your money, one card to take money from the building owner, and one card "Free from Prison" and 16 general fund cards, most general fund cards (9 out of 16 cards) can give money. For other cards, there are two cards that require you to move the plot. There is also one card to withdraw money from the building owner and one "Free from Prison" card.

The last is board game with plots: 22 places, divided into 8 colored groups of two or three places. A player must master a color group before he can buy a house or hotel, 4 train stations. Players get higher rent if they have more than one station. But on the station no house or hotel should be built, 2 companies, namely electricity company and water company. The player gets a higher rent if he has both. Houses and hotels cannot be built on top of companies, general fund cards and opportunities. The player who lands on general fund and opportunity plot must take one card and execute the command on it.

2.3 Promotion

According to (Sistaningrum, 2002) say that

“promosi adalah suatu upaya atau kegiatan perusahaan dalam mempengaruhi konsumen aktual maupun konsumen potensial agar mereka mau melakukan pembelian terhadap produk yang ditawarkan, saat ini atau di masa yang akan datang.

It means promotion is the effort or activity of the company in influencing actual consumers and potential consumers so they want to make purchases on products offered today or in the future. In addition, (Kotler, 2000) says "promotion is a part and process of marketing strategy as a way to communicate with the market using promotional mix composition".

The similarity of the 2 experts above is the marketing process of the company in influencing consumers by communicating with the market. The difference is according to Sistaningrum (2002) that promotion is an effort to influence consumers to make purchases, whereas according to Kotler (2000), promotion is a strategy in communicating with the market through the promotion mix.

Based on the definitions above, the writer concludes that promotion is a marketing strategy by companies in influencing consumers by communicating with the market through a promotional mix with the aim of the market making a purchase or being interested in the product offered.

2.3.1 Function of Promotion

According to (Swastha, 2000) the promotion function is as follows:

a. Memberikan Informasi

Promosi dapat menambah nilai suatu barang dengan memberikan informasi kepada konsumen ...,

b. Membujuk dan mempengaruhi

Promosi selain bersifat memberitahu juga bersifat untuk membujuk terutama kepada pembeli-pembeli potensial ...,

c. Menciptakan Kesan

Promosi dapat memberikan kesan tersendiri bagi calon konsumen ...,

d. Promosi merupakan suatu alat mencapai tujuan

Promosi dapat digunakan untuk mencapai tujuan, yaitu untuk menciptakan pertukaran yang menguntungkan melalui komunikasi ...,

The first is provide information. Promotion can add value to an item by offering information to consumers. Promotion can offer information both the discourse of the goods, the price, or other information that has benefits to

consumers. Thus promotion is a tool for sellers and buyers to notify other parties of their needs and dreams discourse, so that those needs and dreams can be influenced by holding satisfying exchanges.

The second is persuade and influence. Promotions in addition to being informational are also to persuade, especially to potential buyers, by saying that a product is better than other products. The third is making impressions (image). Promotion can offer a distinctive impression for prospective customers for the product advertised, so that marketers create the best promotion for example for advertising promotion using colors, illustrations, shapes or attractive layouts. The fourth is promotion as a tool to achieve the goal. Promotion can be used to achieve goals, namely to create profitable exchanges through communication, so that their dreams can be fulfilled. In this case communication can show ways to make mutually satisfactory exchanges.”

2.4 Tourism

According to (*Undang-Undang No.9 Tentang Kepariwisataaan, 1990*) tourist objects and places are everything targeted by tourists. Furthermore, in Chapter III, Article 4 states:

(1) Obyek dan daya tarik wisata terdiri atas:

- *Obyek dan daya tarik wisata ciptaan Tuhan Yang Maha Esa, yang berwujud keadaan alam, serta flora dan fauna;*
- *obyek dan daya wisata hasil karya manusia yang berwujud museum, peninggalan purbakala, peninggalan sejarah, seni budaya, wisata agro, wisata tirta, wisata buru, wisata petualangan alam, taman rekreasi, dan tempat hiburan.*

(2) Pemerintah menetapkan obyek dan daya tarik wisata selain sebagaimana dimaksud dalam ayat (1) huruf b.

1) Objects and tourist attractions consist of:

- Objects and tourist attractions created by Allah SWT in the form of natural conditions and flora and fauna.

- Objects and tourist attractions made by humans in the form of museums, ancient relics, historical relics, cultural arts, agro tourism, water tourism, hunting tours, adventure tours, recreational parks and entertainment venues.
- 2) The government determines the object and tourist place other than as referred to in number 1 (b).

According to (Fandeli, 1995) “*obyek wisata adalah perwujudan dari pada ciptaan manusia, tata hidup, seni budaya serta sejarah bangsa dan tempat atau keadaan alam yang mempunyai daya tarik bagi wisatawan yang berkunjung.*” It means tourism as the embodiment of human creation, living systems, cultural arts and the history of the nation and the place or state of nature that attracts tourists who visit. (Suwanto, 1997) mentions “*obyek wisata merupakan potensi yang menjadi pendorong kehadiran wisatawan ke suatu daerah.*” It means tourism objects as the potential drive tourists to an area.

From the equation according to (*Undang-Undang No.9 Tentang Kepariwisata, 1990*), Fandeli (1995), and Suwanto (1997, p. 19) above that tourism objects are tourist attractions in the form of cultural, natural arts that make tourists interested.

Based on the above understanding, tourist objects are things created by Allah and humans, thus making a tourist object in the form of natural tourism, cultural arts, historical heritage that can attract tourists to a tourism objects.

2.4.1 Element of Tourism Object

According to (Spillane, 1994) a tourism object or destination must include five elements that are important so that tourists can feel satisfied in enjoying the trip, then tourism objects must include:

- a) Attractions
Merupakan pusat dari industri pariwisata. Menurut pengertiannya attractions mampu menarik wisatawan yang ingin mengunjunginya ...,
- b) Facility
Fasilitas cenderung berorientasi pada attractions disuatu lokasi karena fasilitas harus dekat dengan pasarnya ...,
- c) Infrastructure

Attractions dan fasilitas tidak dapat tercapai dengan mudah kalau belum ada infrastruktur dasar ...,

d) Transportation

Ada beberapa usul mengenai pengangkutan dan fasilitas ...,

e) Hospitality

Wisatawan yang sedang berada dalam lingkungan yang belum mereka kenal maka kepastian akan jaminan keamanan sangat penting ...,

The first is attraction. Attraction is the center of the tourism industry. Attractions can attract tourists who want to visit it. Motivation of tourists to visit a tourist destination is to meet or satisfy some needs or requests. Usually they are attracted to a location because of certain characteristics. The second is facility. Facilities tend to be oriented to attractions in a location because facilities must be close to the market. Facilities tend to support rather than encourage growth and tend to develop at the same time or after attractions develop. An attraction can also be a facility.

The third is infrastructure. Infrastructure includes all construction under and above the land and a region. The fourth is transportation. There are various proposals regarding the facilities and facilities including: 1. Complete information about facilities, terminal locations, and local transportation services at the destination must be available to all passengers before departing from the area of origin. 2. Security at the terminal to prevent crime. 3. A standard or uniform system for traffic signs and symbols must be developed and installed in all airports. 4. Information systems must provide data on information, including information and rates. 5. The latest and current information, both the departure and arrival of Must Be schedule, are available on the bulletin board, oral or telephone. 6. Workers to help passengers. 7. Complete information about locations, rates, schedules and routes and local transport services. 8. City maps must be available to passengers. The last is hospitality. Tourists who are in an unfamiliar environment, the certainty of security guarantees are very important, especially for foreign tourists. The Office of Tourism and Culture which has duties and authority as well as regional assets in the form of tourism objects.

2.5 Tourism Object in Palembang

Palembang has many tourism objects. According to (*Dinas Komunikasi dan Informatika, 2019*) the tourism objects are:

2.5.1 Archaeological Park of Sriwijaya Kingdom

Archaeological Park of Sriwijaya Kingdom is the ancient remnants of a garden and habitation area near the northern bank of Musi river within Palembang vicinity, South Sumatera. Remnants of ancient man-made canals, moats, ponds and artificial islands discovered in this area suggests the site was related with a 9th-century settlement related to the Sriwijaya empire. Several artifacts, such as Buddhist statues, beads, pottery and Chinese ceramics were found in this area, confirming the area was once a dense human habitation.

2.5.2 Musi River

Musi River is a river located in the province of South Sumatra, Indonesia. With a length of 750 km, this river is the longest on the island of Sumatra and divides the city of Palembang into two parts. The Ampera Bridge which became the icon of Palembang City crossed the river.

2.5.3 Kemaro Island

Kemaro Island is a small Delta on the Musi River, located about 6 km from the Ampera Bridge. Kemaro Island is located in an industrial area, which is between Sriwijaya Fertilizer Factory and Pertamina Plaju and Sungai Gerong. The position of Kemaro Island is somewhat east of the center of Palembang City. Kemaro Island is a famous recreational place on the Musi River. In this place there is a Chinese monastery (Hok Tjing Rio temple). On Kemaro Island there are also Buddhist temples that are often visited by Buddhists to pray or make pilgrimages to the tomb. There are also frequent Cap Go Meh events every Chinese New Year and so on.

2.5.4 Monpera

On August 17, 1975 was the first placement of the Monpera building which was inaugurated on February 23, 1998 by Menkokesra H. almsyah Ratu Prawiranegara. The unique thing about this Monpera building is that it resembles a five-crowned jasmine flower that symbolizes the purity of heart of the fighters who defended the proclamation of August 17, 1945. Therefore, this building was made with 17 meters height, 8 floors and 45 fields / paths that symbolize the proclamation of republic of Indonesia on august 17, 1945.

2.5.5 Benteng Kuto Besak

Benteng Kuto Besak is an 18th-century palace in Palembang, Indonesia. Kuto Besak was the center of the Palembang Sultanate before it was abolished by the Dutch colonial government. The fort was built in 1780 and took seventeen years to complete. Kuto Besak was inaugurated in 1797.

2.5.6 Balaputeradewa Museum

Balaputradewa Museum is an ethnographic museum located in Palembang, Indonesia. This museum is a state museum from the Province of South Sumatra. The name Balaputradewa comes from Balaputra, the ruler of the 9th century Srivijaya kingdom and the former head of the Sailendra dynasty whose main center is located around Palembang. The Balaputradewa Museum displays the history and traditions of the province of South Sumatra.

2.5.7 Punti Kayu

Punti Kayu is a park or forest of tourist and family recreation in Palembang, South Sumatra. Located in the middle of Palembang city - precisely in the Km.7 area of Palembang, Punti Kayu is a favorite vacation spot that is crowded with visitors to the city of Palembang, especially on weekends and holidays. This area is equipped with flying fox facilities, playgrounds, miniature 7 wonders of the world, lakes, waterpark, and various other entertainment.

2.5.8 Muhammad Cheng Ho Mosque

Muhammad Cheng Ho Mosque is a mosque with Chinese Muslim nuances located in Jakabaring Palembang. The mosque was founded on the initiative of all the people, advisors, administrators of the Sumsel Indonesian Chinese Islamic Association (PITI), and also Chinese community leaders around Palembang. The mosque which was founded by these descendants also has a new imam who has memorized 30 juz of the Muslim holy book, Al-Quran, namely Choirul Rizal.

2.5.9 Sultan Mahmud Badaruddin II Museum

Sultan Mahmud Badaruddin II Museum is a city museum in Palembang, Indonesia. The museum was set up in a 19th-century building former colonial office of South Sumatra. The building also accommodates the Palembang tourism department.

2.5.10 Al Quran Al-Akbar

Al Quran Al-Akbar in the city of Palembang is located at Gandus Al Ihsaniyah Islamic Boarding School in Palembang. There are 30 juz of Al-Quran holy verses that have been successfully carved / carved in the typical Palembang style on wood sheets and spent approximately 40 cubic meters of wood tembesu at a cost of not less than Rp 2 billion, where each page size is 177 x 140 x 2.5 centimeters and the overall thickness including the cover reaches 9 meters.