

CHAPTER II

LITERATURE REVIEW

2.1 Descriptive Paragraph

2.1.1 Definition of Descriptive Paragraph

The definition of descriptive paragraph comes from many experts and point of view. According to Tarigan (1994), a descriptive paragraph is a writing that can describe a story that aims to invite the reader to be able to understand, feel and enjoy the objects being discussed such as moods, activities and so on. According to Keraf (1982: 93), the meaning of descriptive paragraph is a discourse used to convey a thing or object of conversation so that readers like to see the object directly. In the descriptive paragraph, the writer moves his impressions, results of inhibition, feelings, delivery of nature, and details of the forms found on the object.

Based on all the definitions above it can be concluded that descriptive paragraph is a writing whose contents describe or explain about an object or certain situation in a concise and precise manner.

2.1.2 Characteristics of Descriptive Paragraph

There are some characteristics of descriptive paragraph. Susanto (2015) states that there are four characteristics. First, the nature and all details of the form can be found on the object in the paragraph. Second, the written details are written coherently. Third, the descriptive starts from a large object (as a whole). Fourth, all are described by impressive choice of words. According to Brian (2011), the characteristics of descriptive paragraph are as follows.

1. Describing something;
2. Writing the sentence as clearly as possible by involving the senses;
3. Making the reader and listener feel for themselves or experience themselves;

4. Developing pattern;
5. Developing spatial pattern of paragraph development based on space and time
6. Developing point of view or objective based on the place and position of a writer in seeing something.

From the explanation above, it can be concluded that the descriptive paragraph is a paragraph that describes something clearly and in detail. Descriptive paragraph aims to describe or give a picture of something as clearly as possible so that the reader seems to be able to see, hear, read, or feel the things described.

2.1.3. Purpose of Descriptive Paragraph

The purposes of descriptive paragraph are to invite the reader together to enjoy, feel, understand some objects (goals, intentions), scenes, activities, people (personal), or the mood that has been experienced by someone who is writing. A complete discourse can be divided based on the general purpose. The writer's expression is closer to the reader, the writer's impression is expressed in observing and feeling an object, so that the reader feels enjoy, and feels something as real as experienced by the writer (Tarigan, 1983).

The process of someone in writing descriptive paragraph will move their impressions, transfer their observations and feelings to the reader. The purpose of writing descriptive paragraph is to provide an interesting imagination for the reader and as if the reader is seen by themselves what is written (Keraf, 1985: 93).

Based on the explanation, the purposes of descriptive paragraph are observing and feeling an object when they read the writing.

2.1.4 Structure of Descriptive Paragraph

The structure of descriptive paragraph consists of identification and descriptive. It was stated by Gerot and Peter (1995: 208) that the generic structure of descriptive text are identification (identifying phenomena to be described) and descriptive (describing parts, qualities, characteristics). In addition, the Ministry

of Education and Culture (2013: 36) states that the descriptive response text has three parts, namely identification, classification/definition, and section descriptive. Identification part contains a general description of what we want to tell to the listeners or the readers. Classification/definition part is the described object contains only objects, places, spaces and so on. Descriptive section or core part of the descriptive paragraph is the part that contains a description or presentation of an object or topic being discussed.

2.1.5 Criteria in Writing Descriptive Paragraph

According to the Ministry of Education and Culture (2014: 80-82), several criteria in writing descriptive paragraph are content, organization or structure, vocabulary, linguistic use, and mechanics. The content of the text is related to the written topic, substantive, development of the text, and relevant to the topic discussed. The structure of the text means the ideas expressed clearly, densely ordered, logically, and cohesively. Vocabulary covers the word mastery, word choice, and word usage. The use of linguistic is focused on the order or function of words, articles, pronominal, and prepositions. Mechanic discusses about the rules of writing, spelling, punctuation, use of capital letters, and structuring paragraphs. According to Haris and Halim (in Nurgiantoro 2001: 306), some criteria in descriptive paragraph are content (opinions expressed), form (content organization), grammar (sentence patterns), style (equipped with structure and vocabulary), and mechanism (spelling).

2.2 Tourism

2.2.1 Definitions of Tourism

The definition of tourism can be viewed from various points of view. According to Suwanto (2004), tourism is a process of temporary departure from a person or more towards other places outside residence. The purposes of the visit are for various interests, such as economic, social interests, culture, politics,

religion, health, curiousness, adding experience or study. According to Muljadi (2009), tourism is the overall relationship and symptoms arising from the presence of strangers and the journey is not for permanent residence and there is no connection with activities to make a living. The journey is only looking for things that are in accordance with its needs. While Sugiyama (2011), states that tourism is a series of activities, and the provision of services for the needs of tourist attractions, transportation, accommodation, and other services aimed at fulfilling travel needs of a person or group of people. That trip is for a short time leaving his place of residence with the intention of resting, doing business, or for other purposes.

Based on all the definitions above, it can be concluded that tourism is an activity carried out by leaving the place of residence to tourism destination for a while and not for settling. Activity of trip aims to enjoy the services and facilities needed while outside his residence.

2.2.2 Tourism Destination

According to Hu & Ritchie (1993), “a destination is a package consisting of various tourism facilities and services which, like other service products, consist of a number of multidimensional attributes which together determine their attractiveness to certain individuals in certain choice situations.” Moreover, according to Coltman (1989:4-5), A tourist destination can be described as an area with different natural attributes, features, or attractions that appeal nonlocal visitors. These attributes, features, or attractions can vary as much as types of tourists. For example, whereas Disneyland attracts one type of tourist (generally, the family trade), the Las Vegas casinos attract a completely different type of tourist because casinos do not have much appeal to the family trade.

According to Yoeti (1996), to make a tourism destination interesting to be visited, the place of tourism destination must develop three things. The things are what to see, what to buy, and what to do.

- a. Something to see is the objects for tourist to enjoy the view. In this case, different tourist objects with other places has its own uniqueness. Besides, it needs to get attention to tourist attractions that can be used as entertainment when people visit later.
- b. Something to buy is interesting typical to buy. It could be made as souvenirs to bring home to their respective places. In the area, there must be facilities for shopping and it must be supported by other facilities such as money changers and banks.
- c. Something to do is an activity that can be done in that place. It can make people visit feel at home when they are there.

Based on the booklet issued by the first edition of the Palembang City Tourism Office (2018), type of tourism is divided into three. They are cultural tourism, human tourism, and natural tourism.

a. Cultural Potency

Cultural potency means that all of the craft, art, the ancestor heritage like building, monument, etc. There are ten cultural elements that could become tourism destination with cultural potency, such as: craft, tradition, the history of a place/area, architecture, local food/traditional, art and music, way of life of a society, religion, linguistic, and local clothing/traditional. In Palembang, there are 44 tourism destinations, as displayed in table 1.

b. Human Potency

Human is also potentially useful to be tourism object from the cultural art show of that area. In Palembang, there are 24 tourism destinations, as displayed in table 1.

c. Natural Potency

Natural potency means that the condition of flora and fauna, the landscape of the area such as forest and beach. It will increase the visitors to come to the object

if it develops. In Palembang, there are seven natural tourism destinations as shown in table 1.

Cultural Tourism	Human Tourism	Natural Tourism
Kantor Walikota	Jakabaring Sport City	Pulau Kemaro
Jembatan Ampera	Opi Water Fun	Sungai Musi
Benteng Kuto Besak	Fantasy Island	Kambang Iwak
Bukit Siguntang	Amanzi Waterpark	HutanWisata Punt Kayu
Museum Balaputera Dewa	Danau Opi	Pulo Kerto
Museum Sultan Mahmud Badarudin 2	Alquran Raksasa	Kampung Musi Bercorak
Museum Dr AK Gani	Palembang Bird Park	Pasar Digital Baba Boentjit
Ex. Museum Tekstil	Masjid Cheng Ho	
Monpera	PT Pusri	
Masjid Agung Palembang	PT Pertamina	
Masjid KI Merogan	Graha Songket	
Masjid Lawang Kidul	Rumah Limas H. Azis	
Masjid Pulau Seribu	Kampung Ukir	
Masjid Suro	Monumen Silk Air	
Masjid Sultan Agung	Pedestrian Sudirman	
Makam Kambang Koci	Canton Park	
Makam Kawah Tengkrepe	Sungai Gerong	
Makam Sultan Agung	D'matto Millennial Art	
Makam Sabokingking	Tugu Belido	
Makam Bagus Kuning	Lorong Basah	
Makam Cinde Welang	Sekanak Bersolek	
Makam Ki Gede Ing Suro	Kampung Mural	
Makam Sultan Muhammad Masyur	Ampera Skatepark	
Makam Ariodillah	Pasar Durian	

Rumah Limas Cek Mas		
Rumah Limas Bayumi Wahab		
Kawasan Pasar 16 Ilir		
Kawasan Tuan Kentang		
Kawasan Sungai Lumpur		
Kawasan Sekanak		
Kawasan Kampung Songket		
Kawasan Lr. Firma		
Kelenteng Dwi Kwan Im		
Kampung Kapitan		
Kampung Arab Al Munawar		
Pabrik Es Assegaf 16 Ulu		
Rumah Adat Dekranasda		
Goa Jepang Ario Kemuning		
Goa Jepang Jl. Joko		
Taman Wisata Kerajaan Sriwijaya		
Museum Sriwijaya		
Balai Pertemuan		
Lawang Borotan		

Table 1. Tourism Destinations in Palembang

2.3 Snake and Ladder Game

2.3.1 Definition and Benefit

Snakes and ladders is a game that uses dice to determine how many steps the

pawn has to take. This game is included in the category of "board game" or similar board games with Monopoly, Halma, Ludo, and so on. The board is in the form of a picture of squares consisting of 10 rows and 10 columns with numbers 1-100, and a picture of snakes and ladders (Husna, 2009: 145). This opinion is supported by Satya's opinion that states that snake and ladder game is light, simple, educational, entertaining, and very interactive when played together. The snake and ladder game is light when carried, easy to understand because the rules of the game are simple, educating, and entertaining children in a positive way (Satya, 2012).

Based on the description of the meaning of the snake and ladder game, it can be concluded that the snake and ladder game is a type of board game that has a total of 100 squares, divided into 10 rows and 10 columns. Snake and ladder game has simple rules so that children play it easily.

The benefits of this game are also related to the development of children. According to Riva (2012: 15), there are several benefits for the development of children in playing Snake and Ladders game. Those are training motor skills, practicing concentration, increasing socialization capabilities (including competing), practicing linguistic skills, adding insight, developing the ability for problem solving, developing a leadership spirit, developing knowledge about norms and values and increasing self-confidence.

2.3.2 The Rules in Snake and Ladder Game

In the Snake and Ladder game, there are some rules. According to Hasanah (2013), there are several rules are in playing Snake and Ladder game, as described below.

1. All players start the game from square number 1 and end on square number 100.
2. There are snakes and ladders located in certain squares on the board game.
3. There are one dice and several pawns. The number of pawns used is according to number of players. Usually the pawns use different colors for each player, there are no specific rules as to what type of pawns should be used,

4. The length of snake and ladder are varies.
5. Some snakes and ladders are short, and some snakes and ladders are long. On some playing boards there are snakes on the square number 99 which will move the player's pawn far down,
6. To determine who gets the first turn, each player should roll the dice; who gets the highest score is the one get first turn,
7. All players start from square number one,
8. At the turn, players roll the dice and can advance the pieces several squares according to the number of the dice,
9. If the player gets 6 from the roll of the dice, the player will get a chance to roll the dice again,
10. In one square, it could be more than 1 pawn,
11. If the player's pawn ends on a square containing the foot of the ladder, the pawn will move to square contained the top of the ladder,
12. If the player's pawn ends in a square containing the snake's tail, the pawn must come down to the square contained by the head of the snake.
13. The winner of this game is the first player who succeeds to reach square 100.

From the explanation above, to play this game, it needs two or more players and then the players shake the dice in turn. The players move the pawns based on the number in the dice. For the first player who has reached the 100th, the player will become the winner.

2.4 Graphic Design

2.4.1 Definition of Graphic Design

According to Landa (2011), “graphic design is a form of visual communication that has the function to convey a message or information to the audience. Graphic design represents the visual of an idea that depends on the creation, selection, and arrangement of visual elements.”

2.4.2 Principles of Design

According to Landa et al (2017), there are four principles of design, namely balance, emphasis, rhythm and unity.

1. Balance

Balance is a stability that can be created through a visual display of weight from a central point that is evenly distributed on each side. Each design element has strength and weight that radiates visually. The appearance of weight on each design element visually depends on several factors such as the size, shape, color and texture possessed by each element. If the design elements are placed regularly, it will create a composition that looks balanced overall. In a balance there are two types of balance structures, namely symmetry and asymmetry. The symmetry balance has a visually balanced and stable weight display from all sides (top, bottom, right and left) with a composition arranged in an orderly fashion, while the asymmetry balance has a visually stable weight display even though laying on the composition is not arranged regularly.

1. Emphasis

Emphasis can be achieved in several ways, namely pressure through the layout, size, contrast, direction, and structure of the diagram. In creating emphasis, a designer needs to display content that is arranged logically and control how information or messages can be conveyed.

2. Rhythm

By making the process of repetition on various kinds of design elements, it will create patterns and rhythms. Rhythm is also able to create an attractive picture or design and is able to convey messages or information through unexpected ways.

3. Design

In design, there is a need to create a unified structure of composition and regular integration of one element to another design element. Graphic designers

must know how to arrange the design elements into a composition that can show the unity between them visually.

2.4.3 Aspects of Graphic Design

Kusrianto (2007: 30) argues that to be able to realize a visual appearance, there are several aspects that must be considered, namely points, lines, fields, spaces, colors, and textures.

1. Point is a visual element whose form is relatively small, where the elongated and widening dimensions are considered meaningless. Dots tend to be displayed with group shapes with a certain variation in number, arrangement, and density.
2. Lines is considered as a visual element that has a lot of influence on the formation of an object so that the line is always known as a scratch or streak, also becomes the boundary of a field or color.
3. Field is a visual element with dimensions of length and width. Judging from the shape, the fields can be grouped into two, namely geometric or regular fields and non-geometry alias irregular fields. The geometry field is a field that is relatively easy to measure its breadth, whereas the nongeometry plane is a field that is relatively difficult to measure its breadth. The plane can be presented by arranging points or lines in a certain density, and can also be presented by bringing together one or more streaks.
4. Space can be presented with a field. The division of fields or distances between objects of the points, lines, shapes and colors. Space is more directed to the embodiment of three dimensions so that space can be divided in two, namely real and apparent space. The existence of space as one of the visual elements cannot be felt but can be understood.
5. Color can help create mood and make text more talking. For example, a publication design that uses soft colors can convey a soft, calm and romantic impression. Strong colors and contrast can give the impression of a dynamic, tend to be lively (Supriyono, 2010: 70).

6. Texture is the touch value of a surface. Physically the texture is changed to a rough and smooth texture with the impression of shiny and dull reflection. Judging from the effect of the appearance, the texture can be classified into real texture and pseudo texture. Called real texture when there are similarities between the results of touch and vision. For example, if a surface looks rough and when touched it also feels rough. Meanwhile, the apparent texture is the difference between the results and touch. For example, when viewed looks rough but when touched it turns out otherwise, which feels smooth.