

Promoting Tourism of Semarang City and Semarang Regency through Game Technology

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Abstract-Semarang is the capital city of Central Java province that has many tourist attractions. In addition to Semarang, there is Ungaran, the capital city of Semarang Regency which covers the areas of Ungaran and Ambarawa that also has various tourist attractions which attract domestic tourists. But the results of data collection through library study and questionnaire show that object of attractions in Semarang City and Semarang Regency are known only by few tourists.. One of the factors that causes tourists' unfamiliarity with tourism attractions in Semarang City and Semarang Regency is the lack of tourism promotion in the form of media technology. Based on the above facts and considering the opportunities offered by technology which is increasingly recognized by the community, surveyors laid out a game that can be used as one of promotional media of tourism in Semarang City and Semarang Regency. This game will be designed by displaying a map of tours and tourist information in Semarang City and Semarang Regency.

Keyword: *tourism, tourism object, tourism map, promotion, game*

I. INTRODUCTION

Semarang is a city that has the appeal of such a diverse population of different culture, ethnic, and religion. Semarang city is also known as ATLAS city which has various tourist attractions, natural wonders, history, and cultural heritage that deserve to be explored. Semarang city has many tourist locations

such as the natural reserve and historical heritage with interesting architecture [1]. Although it is a city that has many attractions, but it turns out the attractions of the city of Semarang and Semarang regency are still not optimal in terms of promotion. The poor promotion causes many tourists to become unaware of places of tourism in the city of Semarang and Semarang district. The lack of this promotion can be proved by a quote from antarajateng.com, August 27, 2015 which mentions that Sovan Haslin Pradana, a member of Commission D in DPRD (House of Representation Semarang gave order to the Government in order to further enhance tourism promotion. The House of Representation in Semarang found out during the assessment that the tourism sector in Semarang is less promoted so, compared to other cities, Semarang tourism sector is losing compared to other cities in Indonesia. DPRD (House of Representation) members asks the government to maximize more the potential tourism promotion social media [2]. A journal article entitles "Rancang Bangun Aplikasi Multimedia Interaktif sebagai Media Promosi Pariwisata Kota Cirebon menggunakan Adobe Flash" mentions that using multimedia as a promotional medium can convey information digitally so easily understood by travelers with an entertaining concept [3]. Based on the data collected, the weakness of the existing media promotion

of tourist attractions in the city of Semarang and Semarang Regency is in its ability to attract tourists. With the chances of developing of game technology can intensify the design of media promotion for tourism in the City of Semarang and Semarang Regency. Game is one medium that can give a new experience and knowledge that cannot be obtained from other media, so travelers would know tourist destinations in the Semarang City and Semarang Regency easily and more fun.

II. LITERATURE REVIEW

2.1 Tourism

According to the term in *Kamus Besar Bahasa Indonesia pariwisata*, the word for tourism in Indonesian language is derived from two words, namely *pari* and *wisata*. *Pari* means many times and *wisata* means travelling. So *pariwisata* means is the activity of travelling which is performed by someone many times from one place to another.

According to Swantoro Gamal, tourism is a process of departure of a person temporarily and more headed to a place other than the place of residence or go to attractions [4]. Based on theories proposed by the experts then it can be inferred that tourism is the process of departure of a person many times outside the place of residence or to tourism objects.

2.2 Tourism Object

According Rule no. 9 Year 1990, tourism is a tourist attraction that takes the form of a natural reservation, flora and fauna reservation, as well as the work of human intangible heritage museum, archaeology, history, art and culture, agro tourism, nature adventure tours, theme parks, and entertainment complex [5].

2.3 Terms of Tourism Object

A place of tourist attractions that tourists visit should fulfill the following requirements:

a. Something to see

The place must have tourist objects and attractions that are different from other regions.

b. Something to do

The place must have many features that can be seen. The place must also have leisure facilities that can make someone happy to stay longer.

c. Something to buy

Such places should provide facilities for shopping, especially goods and folk handicrafts as souvenirs to take home [6].

2.4 Tourism Map

Tourism map is a map depicting the location of a tourism object. Tourism map consists of information and promotion of the tourist destinations.

2.4.1 Information

Information is data or messages that have been processed so that the data or messages can be conveyed to all the people who need them. In this case the granting of information is intended for domestic travelers who need data or message with the aim to know better the tourists attractions in the city of Semarang and Semarang regency. In an increasingly modern era with rapid technology development, then giving of information may be presented in from of game technology.

2.4.2 Promotion

Promotion is an activity that plays an active role in introducing, notifying, and offering a product that has been generated. In this case, promotion is done not only by providing information but also by attracting domestic tourists so they can be interested in visiting tourist attractions in Semarang and Semarang regency [7].

2.5 Game

Game theory was first discovered by a group of mathematicians in 1994. Game theory is suggested by John Von Neumann and Oscar Morgenstern. According to them game consists of a set of rules that establishes the situation of two or more

competing people by choosing strategy that is built to maximize its own victory. The regulations specify the possibility of action for each player, a number of information received by every player as a player advances [8].

2.6 Game Genre

Game is divided into several types, namely [9] :

- a. Maze Games, the games where a character was required to go down an interconnected maze and to take items to add life or score. For example, Pacman game.
- b. Board Games, games with many rules. For example, Monopoly game.
- c. Puzzle Games, a game that emphasizes logic and puzzle solving with time restrictions.
- d. Action Games, games that feature stories with background of fight and require speed and accuracy in the face of challenges.
- e. Simulation Games, games that simulate an event happens in the environment.
- f. Sport games, games that feature a wide variety of sporting events and require the player to complete challenge in the game.
- g. Adventure Games, games which raise theme of adventure where character must complete the challenge to achieve victory.

2.7 Software Used

2.7.1 Corel Draw X7

Corel Draw X7 is one of the free softwares that is used to create an image with vector based starting from the base of creation of a simple logo to a complicated design with visual processing. Compared to other illustration programs, such as Adobe Illustrator dan Macromedia Freehand, Corel Draw X7 has an advantage because it is easy to use, its

interface is user-friendly and its facilities are complete but easy to use [10].

III. RESEARCH METHODS

3.1 Literature Study or Document

Literature study or document is intended to collect cases concerning the research, so this research has supporting data. The collection of the supporting data is using online method.

3.2 Initial Questionnaire

The initial questionnaire is intended to seek preliminary data before the making of the game and to find valid data from 30 respondents who are domestic tourists with the aim to prove that the problems addressed by the research is indeed true.

3.3 Method of Designing Game

3.3.1 Data collection

Data collection was carried out to obtain supporting data that can support problems and help designing games. Data are obtained from the reference such as e-books, journals, and a detailed questionnaire.

3.3.2 Designing Gameplay

The design of the gameplay should be tailored to be able to solve the issue taken in this research. Therefore, the gameplay is designed aiming to promote tourism city of Semarang and Semarang regency with a map display tour.

3.3.3 Designing Game Design

After finishing the design of gameplay, then designing games such as game assets and background design is started.

IV. RESULT AND EXPLANATION

4.1 Initial Questionnaire Results

Based on the results of the initial questionnaire obtained from 39 domestic tourists who become the respondents, a conclusion can be drawn. It found out that the respondents who are already aware of and know the attractions of the city of

Semarang and Semarang are still few in number. In addition the respondents also have not yet figured out the location of tourist attractions in Semarang city and Semarang regency. Therefore, the surveyors laid out the media promotion in the form of a game that aims to introduce tourist attractions in Semarang City and Semarang Regency.

4.2 Designing Game

4.2.1 Designing Gameplay

A game to introduce tourist attractions in Semarang City and Semarang Regency will be designed in the adventure game genre. Tourism object will be shown in the games are 5 tourist destinations in Semarang City such as Goa Kreo, Water Blaster, Klenteng Sam Poo Kong, Lawang Sewu, Blenduk Church and 5 tourist destinations from Semarang Regency such as Kampoeng Banaran Coffee, Umbul Sidomukti, Gedong Songo, Kampoeng Rawa, and Rawa Pening. Various attractions are selected because of the facilities and condition of the building deserve to be promoted.

4.2.2 Designing Game Design

a. Game Buttons

Home button in this game uses back to main menu game.



Figure 4.1 Home button on game

In-game Music button is used to turn off the music while gaming, whereas the sound in this game is used to disable the sound effects in games.



Figure 4.2 Setting button of background and sound effect in game

Back button in this game is used to return a player to the previous menu.



Figure 4.3 Back button on game

OK button in this game is used to provide approval of the statement given to game players. Like the example of approval after arranging music and sound effects.



Figure 4.4 OK button on game

Pause button in this game is used to stop the game temporarily when the game is being played. Play button within the game is used to continue the game stopped temporarily by the player.



Figure 4.5 Pause and Play button on game

Reply button in this game is used to repeat the game from the beginning if the player has already won the game or lose the game.



Figure 4.6 Reply button on game

Menu button in this game is used to direct the players to be able to proceed to the next stage after winning the stage before.



Figure 4.7 Menu button on game

b. Character Game

In-game character is depicted as a traveler who has a mission to go around and get to know the tourist objects of Semarang city and Semarang regency. Characters in this game consist of two characters, namely Kenang, the male character and Denok, the female character.



Figure 4.8 Kenang on game character asset



Figure 4.9 Denok on game character asset

c. Display Tourism Map City of Semarang and Semarang Regency

The game that is designed as a tourism promotional media of Semarang City and Semarang Regency will display a map of the tour from the city of Semarang and Semarang regency. The purpose of the tourism map is to display a map to transform the existing promotional media that is in the form of a brochure containing the map view of tourism tour to become game technology, so that tourists will be more easily and more fun in getting information about the location of the tourism object in Semarang city and Semarang regency.



Figure 4.10 Semarang tourism map brochure



Figure 4.11 Semarang tourism map display in-game



Figure 4.12 Semarang regency tourism map brochure



Figure 4.13 Semarang regency tourism map display in-game

d. Game Background

The background in the game is about the introduction of tourism in Semarang city and Semarang regency. It will display the view or one of the buildings of the tourist attractions. For example, Sam Poo Kong represents one of the tourist attractions, while Rawa Pening represents the natural scenery.



Figure 4.10 Background of Semarang tourism Goa Kreo that will be used in the game



Figure 4.11 Background of Semarang tourism Water Blaster that will be used in the game



Figure 4.12 Background of Semarang tourism Klenteng Sam Poo Kong that will be used in the game



Figure 4.17 Background of Semarang regency tourism Gedong Songo Temple that will be used in the game



Figure 4.13 Background of Semarang tourism Lawang Sewu that will be used in the game



Figure 4.18 Background of Semarang regency tourism Kampoeng Rawa that will be used in the game



Figure 4.14 Background of Semarang tourism Belnduk Church that will be used in the game

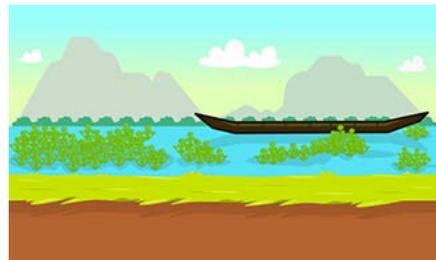


Figure 4.19 Background of Semarang regency tourism Rawa Pening that will be used in the game



Figure 4.15 Background of Semarang regency tourism Kampoeng Kopi Banaran that will be used in the game



Figure 4.16 Background of Semarang regency tourism Umbul Sidomukti that will be used in the game

V. CONCLUSION

Game technology is currently undergoing a fairly rapid development, as proved by the large number of game developers which already make the good games with various themes such as education, adventure, family, and other. By looking at the development of the technology of the games, then promoting the various attractions of the city of Semarang and Semarang Regency can be done through the media of games. Game can give tourists new experience and knowledge that cannot be obtained from other media, so that tourists will be easier to know the tourist attractions in the city of Semarang and Semarang Regency in a fun way.

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