CHAPTER II

LITERATURE REVIEW

2.1 Folklore

Folklore is oral stories that are passed along informally from one individual to another either through verbal instruction or spread by mouth to mouth, occured in a traditional community or culture.Folklore is a story which told by words of mouth rather than by writing, that uses certain patterns of language and plot (Giolláin, 2014). Folklore is told from imagination and or adopted from real life stories becoming a fantastic life journeywith a moral value of community life and how to interact with humans and their environment. Folklore reflects the world and local heritage of a region.

Studies on folklore are highly important in Indonesia. However, folklore preservation is currentlygetting less public awareness due to invasion of contemporary popular and foreign cultures, especially from Japan, Korea and Hollywood. The people of South Sumatra communities should explore their local potentials that have already existed in their regions, including the potential in the field of literature and localculture. In fact, South Sumatra has certain traditions as a form of local heritage.

Folklore can be used as a tool to raise the awareness for local tradition, being presented on various local events (Stankova, M., & Vassenska, 2015). In this regard. Recently, awareness of preserving local cultural heritage has increased for the shake of education and tourism industry. Folklore is a source of cultural heritage. Through local folklore, we can preserve our history, experience, value, culture, wishes and any

other events existing in the area. Folklore describes the condition of society in the past.

People can make use of past heritage of their ancestors for their benefits. First benefit is that folklore can be used as an entertainment (Amir, 2013). Secondly, it benefits people as an educative instrument (Sulistyorini, 2017).

2.1.1 types of folklore

According to William R Bascom (in James Danandjaya 1991: 50, folklore is divided into three broad groups namely:

1. Myth (myth) is a folk prose story that is considered to actually occur after being considered sacred by the owner. Myth is characterized by gods or demigods. The event happened in another world or not in a world as we know it today and happened in the past.

2. Legend is people's prose which has characteristics similar to myth, which is considered to have really taken place, but is not considered sacred. In contrast to myth, legends are inspired by humans even though there are sometimes extraordinary properties and often also assisted by magical creatures. The place of occurrence in the world that we know and the time of occurrence is not too long.

3. Tales are people's prose that are considered truly by the owner of stories and fables not related to time or place.

2.1.2 The characteristics of folklore

1. Folklore conveyed orally
2. Delivered from generation to generation
3. Not known who first made it
4. Rich noble values
5. Traditional
6. Has many versions and variations
7. Having cliche forms in the structure or manner of expression.

2.1.3 The function of folklore

Folklore has at least 4 functions

1. It facilitate by listening to folklore such as fairy tales, myths or legends.

2. Education, the function of educational facilities is basically a folklore that wants to convey messages or mandates that can benefit the character and personality of the listeners.

3. Build a sense of solidarity between communities

4. Another function of folklore is to strengthen the socio-cultural values prevailing in society. In folklore, there are usually moral values that can be
5. used as guidelines for society

2.1.4 Plot

According to Cuddon (1977), plot is a construction or chart or scheme or pattern of events in play, poetry or prose and subsequently the form of events and representations that cause the reader or audience to be tense and curious. The plot also serves as the basic building block in a theater and the overall command of all practice as well as all parts of theatrical reality as well as the most important and major parts of drama or theater.

Dividing plots sometimes use the type of cause and effect which is divided into five divisions. There are

1. Exposition is to introduce and expose material experiences or conflicts that occur within the characters in the play.
2. Encouraging action is when introducing sources of conflict between characters or within a character.
3. Crisis is a detailed explanation of the struggles of characters or one character to overcome conflict.

4. Climax is the process of identification or the process of expelling the feeling of depression through actions that may be evil, or argumentative or humorous or through other means.

5. Resolution is the process of placing back in a new atmosphere. This section is the final event of the play and sometimes provides answers to all the problems and conflicts that have occurred.

2.1.5 Freytag framework

Gustav Freytag (1863), describes his dramatic structure following these elements and placing them in play scenes according to the dramatic behavior they contain. This Freytag structure is known as Freytag's pyramid or Freytag's pyramid
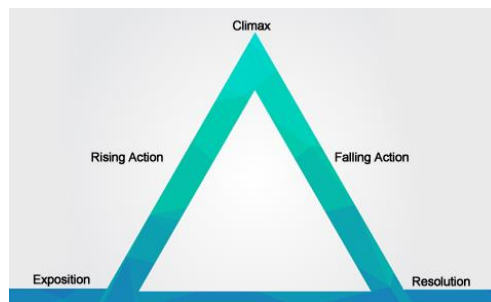
In the picture above, it is explained that the flow of the play from beginning to end through certain parts can be described as follows.

(a) Exposition
Exposition is the initial description of a play. Contains character introductions and problems to be rolled out.

(b) Complication (rising action)
Complication is a stage where complications occur, which are manifested in a chain of events.

(c) Climax

The climax is the culmination of the act and the culmination point. At this point all problems will be unraveled and get an explanation through character behavior or through dialogue conveyed by the role.

(d) Reversal (falling action)

The stages of decreasing the play's emotions. This reduction applies not only to the emotions of the play but also to reduce the emotions of the audience.

(e) Denouement

The completion stage of the play, either ends happily or in pain.

2.2 Cultural Heritage

According to Davidson (1991: 2) cultural heritage is a product or physical cultural product of different traditions and spiritual achievements in the form of values from the past which then become a basic element for the identity of a group or nation. An example is the country of Indonesia which is rich in cultural heritage both physical (tangible) and cultural values (intangible) which if examined one by one, the cultural heritage turns out to come from the local culture of a very diverse community

2.3 Intangible Culture

According to Sedyawati, (2002), intangible cultural heritage is the nature of culture that cannot be held (abstract), such as concepts and technology, its nature can be passed and lost in time with the times such as language, music, dance , ceremonies, and various other structured behaviors. Thus, cultural heritage is shared by a community or society and experiences development from generation to generation, in the flow of a tradition.

2.4 Create a Booklet

Booklets can be used as a small storybook, instructional manuals, recipe books, and are often used as brochures, catalogs, blades, and inserts for CDs and DVDs (CD booklets). Some reports, including annual reports, are essentially special purpose books (Howard, 2014).

Howard (2014) says that design considerations for booklets are:

1. Creep

   Creep occurs with booklets and other publications that use saddle-bounding biding and needs to be compensated in the design. If there is no creep allowance, when pages are trimmed the outer margins become narrower toward the center of the booklet and there is the possibility that text or images may be cut off.

2. Creep Allowance

   Creep allowance is a method of counteracting the creep that occurs with some booklets. If the creep is noticeable, copy can be repositioned towards the center of the spread for those pages in the center of the booklet. When trimmed, all pages will have the same outer margins and no text or images are lost.

3. Imposition

   Imposition refers to arranging pages for printing so that when assembled into a booklet or other publications they come out in the right reading order. Printing a 5.5x8.5 booklet on your desktop printer, for example, requires the use of imposition to print the pages onto letter size (8.5x11) sheets of paper that when assembled and folded end up with the pages in the right order for reading.

4. Saddle-stiched

Saddle-stiched binding is one of the most common binding methods for booklets. Saddle-stiched or saddle-stapling or "booklet making" is common for small booklets, calendars, pocket-size address books, and some magazines. Binding with saddle-stiched creates booklets that can be opened up flat.

5. Booklet Envelopes

Booklet Envelopes are open side envelopes with small square or wallet flaps and side seams. Booklet envelopes are used not only for booklets but for brochures, catalogs, annual reports and other multi-page mailings. They work well with automatic-insertion machines.

Meanwhile, according to Chicago (2003) that Page numbering is the process of applying a sequence of numbers (or letters, or roman numerals) to the pages of a book or other document. The number itself, which may appear in various places on the page, can be referred to as a page number or as a folio. It was intended for readers to find specific parts of the document and to know the size of the complete text.

According to Tatawarna (2012) the most important thing to make a booklet is not too much use rambling sentences. Expand to show interesting pictures with clear statements. Layout design is also not too standard. Make it attractive and interesting, because the booklet is usually kept longer by people than brochures and others. Even people save the booklet to get information later, so people can get the information from the booklet easier.

2.5 The advantages and disadvantages of booklets

According to Kemm (1995), booklets have two advantages. First, they can be learned at any time because of the book-shaped design. It means you can carry out

the booklet everywhere and anytime you want. Second, the booklet relatively contains more information compared to the poster. It means in booklets you can find more varieties of information.

While, Ewles (1994) states that the booklet has some advantages as described below:

a. People can learn and read booklets independently
b. Users can view or see the contents of the booklet at leisure time
c. The information can be shared with family and friends
d. Booklet can reduce the need of note-taking
e. Booklets can be made in a simple shape
f. The cost of making booklet are relatively cheap

However, according to Mukhair (2012), the booklet also has some disadvantages:

First, booklets cannot be spread throughout the community due to the limitation of distributions. Second, the process of delivering information from the booklet cannot be understood directly because the readers must read the contents of the booklet first until they get the real meaning of the contents in the booklet. Meanwhile,

Anderson (1994) states that there are four disadvantages of booklets. First, the process of printing a booklet takes a long time. It depends on the messages or contents that will be delivered and the tools that are used in printing a booklet. Because printing a booklet can't be finished in one day. Second, the price of making a booklet is expensive because in printing booklets that usually consist of photos or colors images need more money or high cost. Third there are so many information in booklets and it is too long. In booklets usually provide more information or messages that is not really needed which will reduce the intention to read a booklet. And the last, the maintenance and the storage of booklets that are less noticed by users. It means that the users of the booklet should take care of the booklet so that it will not be damaged and lost.

In addition, according to Gustaning (2014) there are four disadvantages of booklets. First, this medium takes a long time for printing based on orders and tools used for printing. Second, it will be more expensive to print out pictures or photos. Third, a booklet needs a good care to make pictures or text is not missing or damage. The last, if the booklet is too thick, it will decrease the reader's interest.

2.6 Terms of a Booklet

says that booklet is categorized as the media. Based on the characteristics attached to the below line media, messages written on the media is guided by several criteria (Suleman, 1998), as:

1. In the Form of text and images, or combination of both.

2. The word used economically.

3. Using short sentences, simple, brief, and concise.

4. Using capital letters and bold.

5. The use of letters not less than 10 pt.

6. Accordance the contents to be delivered.

7. Packaged interesting.

Furthermore, according to (Arsyad, 2008) there are six elements that must be considered when designing printed media. These elements can include consistency, format, organization, attraction, attractiveness, font size and while space.

1.   Consistency

Format and space should be consistent to make a booklet looks interesty and better. Lowercase and uppercase should not be combined in each word. Space between title, first line and margin should be consistent.If it is not consistent, some people consider that they are untidy and bad.

2. Format

Format usually uses single – column view because it is long paragraphs and for short paragraph, it can use twin – column. Each different are separated and labeled in order to make it easier to read and understand.

3. Organization

A booklet is arranged systematically and separated by using shape such as rectangle, oval, rounded or triangle.

4. Attractiveness

Some images or pictures can be added into the booklet and give a different touch every page, thus the reader interested and motivated to read it.

5. Font size

The font used in a booklet is usually on point per inch. For example 24 point size per inch and good font size for text is 12 point avoid capital letter on the entire text because it makes reading process becomes difficult. Capital letters are used only as needed.

6. While space

While space is the empty space which is not filled image or text with aim to give pauses to reader. While space can be shaped around the title, margin, the beginning of the paragraph, and between spaces or paragraphs.