

## CHAPTER II

### LITERATURE REVIEW

#### 2.1. Promotion

According to Tjiptono (2008), promotion is a form of marketing communication. What is meant by communication marketing is a marketing activity that seeks to spread information, influence / persuade, and / or alert the market target the company and its products in order to be willing to accept, buy, and loyal to the products offered by the company concerned.

Furthermore, Gitosudarmo (2000) states that promotion is an activities aimed at influencing consumers in order they can become familiar with the products offered by the company to them and then they become happy and then buy the product. So, promotion can be interpreted as an effort or a tool communication to introduce a product from a company certain in order to be known to the public and attract buyers so increase company sales.

In short, promotion is a way to convey a product to everyone. With the promotion, the products to be sold will be more easily recognized by the public and companies will get opportunities in their business. Promotion plays an important role in informing people about events, destinations, and innovations. Without promotion, it is impossible to successfully bring a new product to the world.

Flamingo (2004) states that there are four promotion media that are usually used by the company, they are printed promotion media, electronic promotion media, internet promotion media, and product promotion media. Printed promotion media is a promotional medium that is produced by media companies and distributed to various places. For example by using banners, advertisement, in newspaper, magazines, books, flyer and booklet. Electronic media uses a variety of electronic devices to convey information. It has good effect in product marketing. Internet promotion media is the developing of the electronic promotion

media. And product promotion media is promotion usually through a product such as bags, t-shirt, etc.

According to Swastha (2000), promotion has four very important functions for a company/ institution. The five functions are described as follows:

#### 1. Provide the Information

Promotion can add value to an item by providing information to consumers. Promotion can provide good information about goods, prices, or other useful information to consumers. Without such information, people are reluctant or will not know much about an item. Thus promotion is a tool for sellers and buyers to inform other parties about their needs and wants, so that these needs and wants can be influenced by making satisfying exchanges.

#### 2. Persuade and Influence

Promotion is not only informative but also to persuade especially potential buyers, by saying that one product is better than other products.

#### 3. Create an Impression

Promotion can give a distinct impression to potential consumers for the advertised product, so that marketers create the best possible promotion, for example for advertising promotion using attractive colors, illustrations, shapes or layouts.

#### 4. Promotion is a means of achieving goals.

Promotion can be used to achieve goals, namely to create beneficial exchanges through communication, so that their desires can be fulfilled. In this sense communication can show ways to make mutually satisfying exchanges.

## **2.2. Booklet**

According to Gemilang & Christiana (2015), Booklet is a printed media in the form of a book which functions to provide any information the compiler wants to convey . Furthermore, according to Permatasari (Gemilang & Christiana, 2015), booklets are promotional media, suggestions, restrictions to the mass audience and in printed form, with the aim that the community as objects can understand the message through the media. Booklet is a small book, which has at

least five pages but no more than forty-eight pages beyond the cover count (Satmoko, 2006).

According to Simamora (2009), booklets are small (half quarto) and thin books, no more than 3 back and forth sheets containing writing and pictures. The structure of the content of a booklet resembles a book (introduction, content, cover), it's just that the way of presenting the content is much shorter than a book.

It means that a booklet is a small book that is used as a medium of communication which contains writing about information, pictures, which are promotional, advice and others.

According to jud (2016), in using booklet as a media promotion may bring several advantages, they are targeted media, cost effectiveness, visibility and safety.

### **2.3. Elements of Booklet**

According to Simamora (2009) a booklet is a small book of 5.38 "x8.27" (A5) and is thin, not more than 30 sheets of back and forth containing writings and pictures, furthermore according to Sitepu (2012) there are four elements contained in a book, namely:

#### **1. Cover**

The cover of the book is made of paper that is thicker than the paper contents of the book, leather the book serves to protect the content. To attract the attention of readers, the book cover is designed in an attractive way, such as providing illustrations that match the contents of the book and using the name of the subject.

#### **2. The front**

The front of the book contains the title page, the blank page, the main title page, the table of contents and the foreword, each page number in the front of the textbook uses small Roman numerals

#### **3. The text section**

The text section contains teaching materials that will be conveyed to students, consists of chapter titles and sub-chapter titles.

#### 4. The Back

The back of a book consists of a bibliography, glossary, index, but the use of glossaries and indexes is used.

#### **2.4. Booklet Design Principles**

According to Masnur Muslich (2010), there are 4 aspects that must be followed namely:

##### 1. Aspects of the content of the material in the booklet

The material or contents of the booklet must be in accordance with the educational objectives which are used as the basis in writing a booklet because the material is expected to help achieve educational goals, follow development of science, technology and art (science and technology), develops reasoning skills, material booklets can encourage their readers to reason or think. Things that must be considered in the booklet, that is:

###### a. Relevance

A good booklet contains relevant material with applicable curriculum guidance, relevant to competencies that must be possessed by a graduate level certain education. Apart from that it is relevant to the level development and characteristics of students to be use the booklet.

###### b. Adequacy or adequacy

Adequacy has meaning that the booklet contains marking material in order to achieve the expected competencies.

###### c. Accuracy

Means that the contents of the material are presented in the booklet is strictly scientific, cutting-edge, beneficial for life, and packaging material in accordance with the nature of knowledge.

###### d. Proportionality

Means that the description of the booklet material meets a balance of completeness, depth, and a balance between the subject matter and the material supporter

##### 2. Presentation aspects

Good booklets present the material in an online manner complete, systematic, based on time sequence considerations, space, nor the spacing served regularly, so that can direct the frame of mind (mind frame) the reader through a logical and systematic presentation of the material. The booklet presentation is easy to understand and familiar with readers, the presentation of the material can create an atmosphere fun, the presentation of the material can also be complemented with illustrations to stimulate development creativity.

### 3. Aspects of language and legibility.

Understanding of the language or illustrations increase the reader's understanding of language and illustrations, the writer must use the language and illustrations that correspond to the development of cognition readers, using clear and well-equipped illustrations with description. The accuracy of using language such as use spelling, words and terms correctly and precise, sentence properly and correctly, paragraphs that are harmonious and compact.

### 4. Graphic aspects.

Graphics is part of the booklet with regard to the physical booklet such as: booklet size, paper type, print, font size, color and illustration. The accuracy of using images, photos or illustrations is appropriate with the appropriate size and shape, image color and functional.

## 2.5. Tourism

According to AJ Burkat in Damanik (2006), tourism is people temporarily and in the short term to destinations outside where they usually live and work and also their activities while living in a destination.

Furthermore, According to mathieson & Wall in Pitana and Gyatri (2005), that tourism is the activity of people temporarily to a destination outside their place of residence and work and carry out activities while at the destination and also the preparation of facilities to meet their needs.

According to Youti, (1991), tourism comes from two words, namely Pari and Wisata. Pari can be interpreted as many, many times, circling or complete. Meanwhile, tourism can be defined as a trip or a trip which is synonymous with

the word "reavel" in English. On that basis, the word "tourism" can also be interpreted as a trip made many times or circling from one place to another in English, it is also called "Tour"

According to Mill and Morisson (1985). There are several socio-economic variations that affect tourism demand, namely:

1. Age

The relationship between tourism and age has two components, namely: a lot of free time and activities related to that age level. There were also some differences in consumption patterns between the older and younger groups.

2. Income

Revenue is the most important factor in shaping the demand for travel. Not only travel, tourists also have to spend money for services located at tourist destinations and also for all activities during the trip.

3. Education

The level of education determines the type of free time to spend on the selected trip. Besides that, education is also a motivation to take a tour. It can also ignore that the level of education affects a person's outlook and provides more choices for one to make.

A person or group of people traveling on a tour is usually just for refreshing and for a walk. Apart from that there are those who travel on tour with activities in the form of business affairs to a certain area. There are several types of tourism based on the purpose of a person or group of people traveling on a tour. According to Ismayanti in Pranata (2012) the types of tourism are divided into several types, namely as follows:

1. Culinary Tour

This tour is not only to fill and pamper the stomach with a variety of specialties from tourist destinations, but also to get interesting experiences that are also the motivation.

2. Sports Tour

This tour combines sports activities with tourism activities. Activities in this tour can be in the form of active sports activities requiring tourists to carry out

direct body movements. Other activities are called passive activities. Where tourists do not exercise, but become connoisseurs and become sports lovers.

### 3. Commercial tourism

Tourists who travel to visit exhibitions and fairs of a commercial nature such as industrial fairs, trade shows and so on.

### 4. Maritime tourism

A trip that is often associated with water sports such as lakes, beaches, sea water.

### 5. Industrial tourism

A trip carried out by a group of students or students, lay people to an industrial place with the intent and purpose of conducting research.

### 6. Honeymoon Tour

A trip carried out for newlyweds who are on their honeymoon with special and separate facilities for the enjoyment of traveling.

### 7. Nature Reserve Tourism

Types of tourism that are mostly organized by travel agents or agencies that specialize in their efforts by arranging tours to places or nature reserves, protected parks, mountains, regional forests and so on, the sustainability of which is protected by law.

## **2.6. Celosia Spring Hill**

Celosia Spring Hill is a new tourism destination in Palembang is established in December 2020. It is located at Letjen Tni Dr. Ibnu Sutowo Street, Talang Kelapa Palembang, namely the Celosia Spring Hill flower garden. This park has a visitor capacity of 400 people with an area of 750 meters decorated with thousands of Celosia flowers, (Jengger Ayam flowers). The flower garden manager also provides various facilities such as swings, (instagramable photo spots) such as (miniature of) Dutch windmills, giant butterfly replicas, miniature bridges, breathtaking gardens, colorful bridges and other interesting photo spots (Marison, 2021).



Figure 2.1  
Celosia Spring Hill

Source: <https://www.palembang-tourism.com/berita-977-wisata-unik-palembang-taman-bunga-celosia.html#>