

## **CHAPTER II**

### **LITERATURE REVIEW**

In this chapter, the writer discusses about promotion, function of promotion, promotion media, definition of booklet and e-booklet, function of booklets, strengths and weaknesses of booklets, criteria of a good booklet, booklet writing requirements and Kriya Sriwijaya.

#### **2.1. Promotion**

According to Alma (2006, p. 179), promotion is a kind of communication that provide explanations and convince potential consumers on goods and services with the goal to get attention, to educate, to remind and convince potential customers.

Moreover, Wahab (1988:28 As cited in Sari, 2009) states that promotion is one technique to break into the tastes and desires of the people, of creating an image that can affect a number of people who want to introduce themselves through images. Whereas Tjiptono (2001:219 As cited Mayasari, 2014) states that promotion interpreted with promotion activities that is useful to spread the information, influence / persuade, and remind target to loyal to the products offered. According to explanation above, promotion is an activity to give information to attract consumers for educating, reminding, convincing them toward goods and services in purpose to influence or persuade the people as the target.

##### **2.1.1 Functions of Promotion**

According to Shimp (2000), promotion has five very important functions. The five functions are informing, persuading, reminding, adding value, and assisting.

### 1. Informing

Promotion makes consumers aware of new products, educates them about the features and benefits of the brand, and facilitates the creation of the image of a company that produces a product or service.

### 2. Persuading

Good promotional or advertising media will be able to persuade customers to try the products and services offered. Sometimes persuasion takes the form of influencing primary demand, that is, it creates demand for an entire product category.

### 3. Reminding

Advertising keeps the company's brand fresh in the minds of consumers. When a need arises in relation to the products and services advertised, the impact of past promotions allows the advertiser's brand to be present in the minds of consumers.

### 4. Adding Value

There are three basic ways in which companies can add value to their offerings, innovate, improve quality, or change consumer perceptions. The three components of added value are completely independent. Effective promotion causes the brand to be seen as more elegant, more stylish, more prestigious, and can be superior to competitors' offerings.

### 5. Assisting

Advertising is a promotional tool. Promotional helps sales representatives. Advertisements oversee the sales process of the company's products and provide a valuable introduction to the salesperson before making personal contact with prospective customers. Advertising effort, time, and costs can be saved because less time is required to provide information.

### **2.1.2. Promotion Media**

Andi (2002) defines promotion media as a tool to communicate a product, service, image, company or the other to be better known the wider community. This medium is very effective, but less efficient because the delivery speed is less measurable and predicted. Kinds of promotion can be classified into two categories, namely printed media and electronic media.

#### **1. Printed Media**

The printed media is static and prioritizes the impressions generated by visual message of the printing process; essentially using the raw material of paper. It can be shaped as documents on all matters concerning the recording of events that have been altered in words, images and photographs are arranged such that it can attract the attention of the public. Some forms of advertising media that are included in the print media ads are brochures, flyers, magazine, and others.

#### **2. Electronic Media**

Electronic media advertising is an advertising medium that process works based on the principle of electronic and eletromagnetis, able to reach a wider audience. Some examples of electronic media are televisi, radio, internet and also e-booklet.

### **2.2. Booklet**

According to Maulana (as cited in Gustaning, 2014), a booklet is a medium to deliver a message in a book form and either in writing and pictures. Meanwhile, Sulaeman (as cited in Hapsari, 2013), a booklet is a communication medium which is included in the below line media category. Media category has some criteria such as, using short, simple and concise sentences, the using of letter is should not more than 10 pt. From two definitions, the writer concludes that a booklet is communication medium to deliver a message in a book form and usually there are a lot pictures with simple sentences.

### **2.2.1. E-Booklet**

Meanwhile, E-Booklet is a book medium equipped with attractive pictures and clear information. According to Darlen (2015), the material listed in e-booklet is material that has a lot of images to explain the material succinctly. From the explanation above, it can be concluded that the e-booklet is more concise than printed booklet. Smartphone users and other mobile devices can open e-booklets anytime and anywhere. E-booklets are more durable because they are digital, so they are not easily damaged. E-booklets are more environmentally friendly than regular booklets because they do not require ink and paper.

### **2.2.2. Function of Booklets**

According to Roza (2012) booklet has several functions are as follows:

1. to generate interest in educational goals;
2. to help overcome many obstacles;
3. to help educational goals to learn more and fast;
4. to stimulate educational goals to forward messages received to others;
5. to facilitate the delivery of educational language;
6. to facilitate the discovery of information by the target education;
7. to help clarify the understanding obtained.

### **2.2.3. Strengths and Weaknesses of Booklets**

Ewles (2011, in Roza, 2012) states that booklets have several strengths are as follows:

1. They can be used as medium for self-learning.
2. They can be studied easily.

3. They can be used as information for families of friends.
4. It is easy to be made, copied, corrected and adjusted.
5. They reduce the need of notes.
6. They have a simple design and low cost.
7. They are durable.
8. They have more capacity information.
9. They can be addressed to particular segment.

Moreover (Ronald, 1994) describes thatbooklets also have several limitations as the weaknesses that are described below

1. It is difficult to show motions to attract reader's attention.
2. It takes long time to print booklets, because they depend on the message and printer.
3. They could reduce the desire of reader if they contain too much information.
4. They need a good care, because they are broken and lost easily.

#### **2.2.4. Criteria of a Good Booklet**

While Howard (2014), there are criteria of a good booklet, as follow:

1. Booklet seems like books but generally it is smaller and its page usually only from 4 – 48 pages.

2. A typical booklet style is a stack of 2 or more sheets of letter size paper, folded in half.
3. The number of pages is always divisible by 2, such as 2 pages, 4 pages, 8 pages, etc.

#### **2.2.5. Booklet Writing Requirements**

Rahayu (2014) states that there are several things that need to be considered. The requirements include:

1. Use the doc or, docx format.
2. Use Calibri font, and with size 12 pt.
3. Use the Calibri letters for picture or table description, with size of 9 pt, and the picture description does not use numbers.
4. Use color of the black font, with text 1, is 25% lighter (this position is in a Slightlygray but almost black area).
5. Use distance of 1 space between paragraphs is given a distance of 6 pt, and the length of writing, a maximum of 7 A4 pages.
6. Use good and correct Indonesian, easy to understand, and simple.
7. Use references, listed as reading material, whether sourced from an internet link (Making it more accessible) or textbooks. Reading material can be quoted in writing.
8. Use biography, Contains brief information of the author, including work and affiliation, and it is recommended to enter an email address.

### **2.3. Kriya Sriwijaya**

Kriya Sriwijaya is located in Jl. POM IX Kampus Lorok Pakjo, Kecamatan Ilir Barat I, Palembang South Sumatra. The location is very strategic because it is located in the middle of Palembang city.

Kriya Sriwijaya is the center of education and development of South Sumatra handicrafts. The collection in this gallery is a featured craft that comes from 17 cities and districts in South Sumatra. Kriya Sriwijaya becomes an educational center. This is because Kriya Sriwijaya provides songket and jumputan making for public. Also Kriya Sriwijaya is the center of development and promotion for businesses. This due to Kriya Sriwijaya is concern for the economic actors of Small and Medium Industry and Small and Medium Enterprises in South Sumatra.

Kriya Sriwijaya is established on August 2020 as a center for education and development of handicrafts in South Sumatra. Until now, Kriya Sriwijaya is often visited by tourists from various regions. The uniqueness of this store is besides the tourists can buy the traditional cloth, they are also able to see the process of making *songket and jumputan* because Kriya Sriwijaya is a well known place for the store of *songket and jumputan* production. Kriya Sriwijaya does not only provide the cloth, but also other souvenirs such as bracelets, necklaces, bags, *Jumputan* wedges, decorative lights, batik tissues boxes, and soon.