

## **CHAPTER II**

### **LITERATURE REVIEW**

In this chapter, the writer discusses about tourism destination, design, booklet, the characteristic of booklet, and promotion media.

#### **2.1 Tourism Destination**

According to (Auliya & Farrah, 2019),

*Destinasi pariwisata adalah satu kesatuan wilayah geografis, di dalamnya terdapat berbagai atraksi sebagai daya tarik wisata, sarana dan prasarana wisata serta aksesibilitas yang memadai, sehingga wilayah tersebut dengan mudah dapat dikunjungi wisatawan.*

It means that tourism destination is a geographical area that has adequate attractions and accessibility so that tourists can visit the area easily. Furthermore, (Goeldner & Ritchie, 2003) (as cited in (Zemla, 2016)) stated that “Tourism destination is a particular geographic region within which the visitor enjoys various types of travel experiences.”

In addition, according to the Law of the Republic of Indonesia No. 10 year 2009 about Tourism stated that

*Destinasi pariwisata adalah kawasan geografis yang berada dalam satu atau lebih wilayah administratif yang didalamnya terdapat daya tarik wisata, fasilitas umum, fasilitas pariwisata, aksesibilitas, serta masyarakat yang saling terkait dan melengkapi terwujudnya kepariwisataan.*

It explains that tourism destination is a geographical area within an area that has tourist attractions, accessibility, facilities, and communities for the realization of tourism. Based on several statements above, it can be concluded that tourism destination is a geographical area of a tourist destination that has a tourist

attraction, facilities, and adequate accessibility so that tourists enjoy their visit to the region.

## 2.2 Design

(Nugroho, Rudjiono, & Rahmadhika, 2021) stated that “*desain adalah usaha deskripsi gagasan mengenai bentuk, rupa, ukuran, warna, dan tata letak beserta unsur – unurnya yang membentuk wajah suatu benda*” It means that design is an attempt to describe ideas about the shape, appearance, size, color, and layout along with the elements that make up the face of an object.

Furthermore, (Idayanti, 2015) (as cited in (Meilani, 2019)) stated that “*Desain dihasilkan melalui pemikiran, pertimbangan, perhitungan, cita, rasa, seni serta kegemaran orang banyak yang di tuangkan diatas kertas berwujud gambar.*” It means designs are produced through thoughts, considerations, calculations, tastes, tastes, arts, and hobbies of many people which are poured on paper in the form of images. Based on both statements, it can be concluded that Design is a plan that results from thought, calculation, and art that is poured to create the face of an object.

## 2.3 Booklet

Booklet is a promotional print media that contains information that is the reason for making the booklet. According to (Gemilang & Christiana, 2016) stated that “*Booklet merupakan sebuah media cetak yang berupa buku yang berfungsi memberikan informasi apa saja yang ingin disampaikan oleh pembuat.*” It means booklet is a print media in the form of a book that serves to provide any information that the author wants to convey. The information contained in the booklet must focus on one purpose or topic, as stated by (French, 2013) “A booklet tends to be: limited in scope, simply structured and focused on one purpose”.

In addition, (Simamora, 2009) (as cited in (Kartikawati, 2019)) stated that

*Booklet adalah buku berukuran kecil (setengah kuarto) dan tipis, tidak lebih dari 3 lembar bolak balik yang berisi tentang tulisan dan gambar-gambar. Struktur isi booklet menyerupai buku (pendahuluan, isi, penutup), hanya saja cara penyajian isinya jauh lebih singkat daripada buku.*

It means booklet is a small and thin book with no more than 3 alternating sheets containing text and pictures with a structure similar to a book, but the presentation is shorter than that of a book. Furthermore, (Andreansyah, 2016) stated that

*Booklet merupakan salah satu bentuk inovasi media pembelajaran dalam bentuk media cetak. Media ini memuat materi pelajaran dalam bentuk fisik yang unik, menarik, dan fleksibel. Unik karena bentuk fisik yang kecil lengkap dengan desain full colour yang akan menumbuhkan rasa ketertarikan untuk menggunakannya. Fleksibel karena bentuknya yang kecil (lebih kecil dari buku pada umumnya), sehingga dapat dibawa dan digunakan dimanapun dan kapanpun.*

It means booklet is printed media in a unique, attractive, and flexible physical form because of its small shape with the full-color design making it attractive to use and easy to carry anywhere and anytime. Based on several statements above, it can be concluded that booklet is a small and thin book with a more concise presentation of its contents which contains writing and pictures with an attractive design.

### **2.3.1 The Characteristic of Booklet**

According to (Gustaning, 2014), there are 5 characteristic of booklet, such as:

*(1) materi dapat bersifat kenyataan atau rekaan, (2) pengembangan materi tidak terkait langsung dengan kurikulum atau kerangka dasarnya, (3) materi disajikan secara populer atau teknik yang inovatif, (4) penyajian materi dapat berbentuk deskripsi, eksposisi, argumentasi,*

*narasi, puisi, dialog dan penyajian gambar, (5) penggunaan media bahasa atau gambar dilakukan secara inovatif dan kreatif.*

The meaning of the statement above is:

1. The material can be real or fictional.
2. The development of the material is not directly related to the curriculum or its basic framework.
3. The material is presented in a popular way or an innovative technique.
4. The presentation of the material can be in the form of a description, exposition, argumentation, narration, poetry, dialogue and presentation of images.
5. Use of language or image media in an innovative and creative way.

### **2.3.2 How to Write Booklets**

According to (Ebo, 2005), there are five ways to write a good booklet, as described below.

1. Describe your booklets in simple, straightforward, and consumer-friendly terms.
2. Describe at least 50-100 words.
3. Give readers enough information to understand what the topic is, what it is about, and if they like it—key factors in deciding whether to buy your products.
4. Use paragraph breaks, bold and italic fonts, and other structural elements like ordered lists (bullet points) to provide emphasis and highlight key aspects of your book. Short paragraphs and bulleted lists are better than a single block of text.
5. Avoid time-sensitive language, so that your description does not become outdate. For example, do not say ‘latest’, ‘soon’, ‘forthcoming’, or ‘most recent’, and do not refer to ‘last year’, or an author’s ‘next book’.

### 2.3.3 Procedures to Write Booklets

According to (Rahayu, 2014), there are some steps to write booklets. They are:

1. Use the \* .doc or, \* docx format
2. Use Calibri font, and with size 12 pt.
3. Picture or table description, use the Calibri letters, with a size of 9 pt, and the picture description does not use numbers.
4. The color of the black font, with text 1, is 25% lighter (this position is in a slightly gray but almost black area).
5. The distance of 1 space between paragraphs is given a distance of 6pt, and the length of writing, a maximum of 7 A4 pages.
6. Use good and correct Indonesian, easy to understand, and simple.
7. 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. Biography, Contains brief information of the author, including work and affiliation, and it is recommended to enter an email address.

### 2.3.4 Design of the Booklet

Moreover, (Arsyad, 1996) states that there are 6 elements that in making booklet.

1. Consistency

The format and spacing must be consistent, if the line is too close, it will make the screen visible at a certain distance. Consistent format and spacing will make the booklet look better.

## 2. Format

The display of format in booklet uses the appearance of one column because the paragraph used is long. Each content of different material is separated and labeled to make it easier to read and understand.

## 3. Organization

Booklet is arranged systematically and separated by using boxes in order that it will be easy to understand the information in a booklet.

## 4. Attractiveness

Adding images related to the contents of the material will motivate the readers to continue reading the booklet.

## 5. Font size

Avoid the use of capital letters in all texts, capital letters are only used as needed.

## 6. Space

The booklet is given blank space that do not contain text or image, this is intended to provide opportunities the reader to rest at certain points. An empty space can be in the form of a room around the title, margin, space between columns, paragraph start, and between spaces or between paragraphs. To improve the appearance and readability, you can adjust the spacing between lines adding spaces between paragraphs.

## **2.4 Promotion Media**

Promotion media is a means used to carry out a series of marketing that aims to provide information about products made with the intention that people are interested in these products. There are several promotion media that can be used, (Garaika & Garaika, 2020) states that “The oldest promotional media is word of mouth, followed by conventional promotional media in the form of print media such as brochures, posters, catalogs, pamphlets, booklets, banners, billboards, banners, flyers, billboards, business cards, newspapers, magazines, and through electronic media like TV ads, radio and so on.”

Along with the development of promotional media technology also continues to grow, not only using print media for promotion, as stated by (Garaika & Garaika, 2020) “because of the development of technology, promotional media has also undergone development, in which the promotion media are developing with the rise of the digital sphere such as promotion through social networks and social media such as Instagram, Blogs, Websites, Facebook and Twitter, etc.”