CHAPTER II

LITERATURE REVIEW

2.1 The History of '*Taman Wisata Alam Punti Kayu*'

Taman Wisata Alam Punti Kayu is conservation forest which is used as tourism place. Historically, this park was constructed by the Dutch. On July 21st 1937, it was determined as forest area and some areas are *Tanah Negara Bebas*. the width of this area is 98 hectares that cultivated by various kinds of trees such as *Pinus merkusii* (pine), *Swietenia sp* (mahoni), *Alstonia sp* (pulai), *Albizia sp* (albizia), *Paraserienthes sp* (*sengon*), *Eucalyptus sp* (*ampupu*), *Acacia sp* (acacia), *Melaleuca leucadendron* (*gelam/kayu putih*), and *Bambusa sp* (bamboo). However, 80% of the area is cultivated by pine trees. In 1960 the name of this park was *Taman Sari*, then transformed into *Taman Syailendra*. Previously, *Balaputera Dewa* Museum was part of this park and became the entrance to *Taman Wisata Alam Punti Kayu*. Then, the land was donated and left over 50 hectares now used as *Taman Wisata Alam Punti Kayu*. In accordance with the letter of approval of the Director General of Forestry (*Direktur Jendral Kehutanan*) Number: 133/DJ/I/1980 dated 26 April 1980, the park area was reduced to 48 hectares. It is used for the purposes of Provincial Government (Provincial) South Sumatra, Sriwijaya Military Command II and police dormitory.

No one knows for sure the meaning of the name of *Punti Kayu* itself. In accordance with the Ministerial Decree dated March 7, 1985 No: 57/KPTS-II/1985. Since then, *Punti Kayu* was designated as forest tourist (conservation forest). Next, on March 15th 2001, it was chosen as natural tourism park (*Taman Wisata Alam*) and it was determined in *SK. Menhut No*. 76/Kpts-II/2001. Finally, it was determined as natural tourism park (*Taman Wisata Alam*) accordance with SK *Menhut* No. 9273/Kpts-II/2002 on October 07th 2002. This park was managed by *PT. Indosuma Citra Putra* for 30 years since 1995. The land that can be affected as a recreation area is only 39.9 hectares, while the rest are difficult to develop because it is the conservation area where the existence of trees is inviolability.

2.2 Promotion Media

Promotion is communication activities where organizations try to influence the tourism organizers of the audience where the sale of its products dependent (Pitana and Diarta, 2009), while MacCarty in Yoeti (2004) said that promotion is a method of communication information aimed at the target markets about products or services available on *In The Right Place at The Right Time*.

Beside Kotler (2000) argued that promotion is a process of informing, persuading and influencing a consumer to make choice of the product to be bought. In line with Kotler, Sigit (2007) said that promotion is the activities of a company that is designed to inform, persuade, or remind others about the company are concerned with the goods and services offered by it.

According to Pitana and Diarta (2009) there are four steps to start the promotion. That are (1) promotion the goal setting; (2) establish some alternative statements relating to differences promotion mix strategies that allow to achieve the goals; (3) create a solution in the form of a series of measurable promotion purpose by considering the target audience, things will be communicated, duties and responsibilities, and the time used; and (4) assessment of promotion plans to fit the budget available, human resources, and time required.

Kotler (2005), said that the elements of promotion mix consists of five main tools, namely: (1) Advertising; (2) Sales Promotion; (3) Public relation and publicity; (4) Personal Selling; and (5) Direct marketing. Advertising is non-personal presentation, promotional ideas, promotional products or services in a particular sponsor paid (Kotler, 2005). The functions of advertising are Informative, Persuading, Reminding and Entertainment.

According to Basuki (2000), Media communication/promotion devided into five. That are printed material, outdoor, electronic, display and special offer.

No	Media	Sample
1.	Printed Material/Media	Poster (indoor and outdoor), sticker, book cover, folder, leaflet, brochure, catalog, magazine, newspaper, and so on.
2.	Outdoor Media	Banner, neon box, neon sign, bilboard, and so on.
3.	Electronic Media	Radio, television, internet, film, video program, computer animation and so on.
4.	Display Media	Windows display, point of purchase, floor stand, and so on.
5.	Special Offer Media	T-shirt, hat, glass, umbrella, souvenir, bag, and so on.

Table 2.1 Media communication/promotion
Source: Basuki (2000)

2.3 Tourist Satisfaction

Satisfaction is created by the comparison of the customer's expectation before and after consumption (Sadeh et al, 2012). According to Chen and Chen (2010) in Sadeh at al (2012) argued that satisfaction of tourists are caused by two different dimensions. That are pre-travel expectations and post-travel experiences. If the expectations before visiting with experince after visiting highly good result it can be concluded that the touris will visit the tourism object again (Huang et al, 2006; Hui et al, 2007; and Su and Fan, 2011). In other words touris will be a loyal customer. On the other hand, both practitioners and academics understand that consumer loyalty and satisfaction are inextricably intertwined (Lee et al, 2011).

There are five things that should be considered in supporting the development of tourist destination; they are tourist, transportations, attractions, services facilities and promotions-informations (Yoeti, 2008), while (Berkowitz, 2004) explained there are four factors that influence consumer decisions, these factors are the marketing mix, socialcultural, psychology and situation. In all four of these factors are the components that affect consumer decisions, such as factors

of marketing mix (Product, Price, Place, Promotion, Process, People and Physical Evidence), socio-cultural factors (social class, reference groups, family, culture, and subcultures), psychological factors (motivation, personality, perception, learning, attitude and lifestyle), and situational factors (task Purchase, Social surroundings, Physical surroundings, Temporal effects and antecedent states).

2.4 Definition of Design and Graphic Design

Design can be said as a draft or plan to make product, interior, graphic or textile. The same meaning listed in Webster's Encyclopedic Unabridged Dictionary of English Language (2003). Here it is said that the design is to the make drawings, preliminary, sketches or an object, work of art, decorative scheme, and Basuki in Pujirianto (2005) also has same idea about definition of design. He said that design is stretches in dots and lines form which is related with printing activities.

In this report, design intended by the writer is graphic form, so the definition of graphic design here is the process of designing an object in visual form, in other words design is the process of making a picture. This is strengthened by several experts' statements about the definition of graphic design. According to Wibowo (2013), graphic design is the design of communication through pictures. Aligned with Wibowo, Hendratman (2008) said that a graphic design is thinking process that is realized in the images form.

A design must have elements of aesthetic, functional, flexible, realized, economic and market (Wibowo, 2013). So the design can influence the reader to see at once. A graphic designer should be able to master about *nirmana*, typography, coloring and software (Wibowo, 2013) to make the design qualified and have high artistic value.

According to Wibowo (2013), *nirmana* is the arrangement of visual elements such as point and line become unity in harmony. Line in *nirmana* is dividing into three kinds that are straight line, curve line and combination line.

The principles about visual communication of graphic design in *nirmana* are unity, balance, proportion, rhythm and domination (Wibowo, 2013)

In design graphic, a designer should know well about the guidelines of typography used, that are readability, cleanlines, visibility, and legibility (Wibowo, 2013). The characteristic of texts are:

No	Text	Characteristic
1.	Italic Text	It makes the eye become interesting with the words because it is contras with normal text. Italic cannot be used in long words because it will make the word hardly to read. Italic text usually used in foreign word.
2.	Bold Text	It is usually use on title or subtitle. It will make less focusing when it is over used.
3.	Underlined	The function of underline text is showing the important things and also used for hyperlink on web.
4.	Coloring	The function of color text is same with italic and bold, that is make the word become interesting. Color text is hardly to use because a designer should understand about color composition.
5.	Capital/Uppercase	Uppercase uses to show important things but it is hardly to read because in uppercase the low and high size of word is same.

Table 2.2 Characteristic of Text
Source: Wibowo (2013)

According to Brewster Theory in Wibowo (2013), he argued that colors are divided into four types that are primary, secondary, tertiary and neutral.

a) Primary color

It is base color without combining with other colors. Primary color is arranging into three colors that are red, blue and yellow.

b) Secondary color

It is combining primary color 1:1. For example green is combining color between blue and yellow, and purple is combining color between red and blue.

c) Tertiary color

It is primary color that is combined with secondary color. For example pale green is combining color between green and yellow.

d) Neutral color

It is kinds of color that is combining from primary, secondary and tertiary color with proportion 1:1:1. It is divided into two kinds. Hot color and cold color (hue).

Every color has different meaning, this are the psychology of color according to Hendratman (2008):

No	Colors	Psychology
1.	Red	Sign of struggle, desire, active, aggressive, dominant, competition, bravery, energy, warmth, love, dangerous. Combining between red and green is sign of christmas while combining between red and white means happiness in oriental culture.
2.	Blue	Sign of calm and quite, trust, safety, technology, cleanliness, and tidiness. It usually used for bank logo in United State. This color give trusty to the costumer.
3.	Green	Sign of nature, health, dream, luck, proud, authority. People who likes this color generally like to get praising and give advising.
4.	Yellow	Sign of optimistic, hope, unbelief, change/not constant, happy and enjoy. Hinduism is consider sacred this color.
5.	Purple	Sign of spiritual, mystery, noble, arrogant, and rude. Characteristic of this color is careless but always have expectation.

6.	Orange	Sign of energy, spirit, fresh, balancing, cheerful, and warm. It usually used for orange drinks and use as a sign of cheap product.
7.	Brown	Sign of soil/earth, comfortable, stamina, struggle, egoist, intolerance, pessimist to the prosperity and happiness of future.
8.	Grey	Sign of intellect, futuristic, millennium, simpleness and sadness. This color did not show clear meaning and it is free of psychology tendency.
9.	White	Sign of pure/holy, clean, exact, and true. In India and China, this color is death sign while in others county it is sign of wedding dress.
10.	Black	Sign of powerfull, the evil, sophisticated, death, mystery, fear, sorrow and elegant. Black product box symbolize of elegance, wealth and sophisticated while in western culture it is sign of death.

Table 2.3 Psychology of color
Source: Hendratman (2008)

There are four types of working basic on graphic design (Wibowo, 2013), that are image, type, image-type, and symbol-logo-logotype design. Firstly is image design. Image design means designing a product using the image as a messenger but a designer often give a little word to clarify what is the meaning of image. People would guess the meaning of the images according to their mood or experience. Secondly is type design. Designs here prefer to use words than pictures but sometimes the words look likes a picture because designer arranges and edits the words.

Picture 2.1 Type Design
Source: http://cdn.instantshift.com

Next is image-type design. It is the design that is combining image design and type design. It is intended to make the design has good balancing between image and type. And the last is symbol-logo-logotype design. It is used as identity of the product or company. This picture below is example of logotype design.

Picture 2.2 Symbol-logo-logotype Design
Source: Personal Documents

In this project, the writer use image-type design in the brochure of *Taman Wisata Alam Punti Kayu*. Image-type design means designer often combine images and typography to communicate a message to the readers. It aims to give the look and complete information. So designer establishes the best balancing both of them.

2.5 Definiton of Brochure

Brochure is one of the media promotions which are made by paper that consists of complete information and offers about a service or product. This statement is strengthened by *Kamus Besar Bahasa Indonesia*, where it is stated that the brochure is prints leaflet containing a brief description but complete (about the company or organization). Furthermore, Yoeti mentioned that brochure is printing publication by using relative good paper, good layout arrangement with all the potential to be promoted (1985).

A type of brochure folding which is used by writer is tri-fold (letter fold). According to Pujirianto (2005), he classified form of brochure folding into thirteen, that are Four Pages, Six Pages Roll, Six-Pages Accordion, Eight-Folds Rolls, Eight-Folds Accordion, Eight-Pages Folding Maps, Eight-Pages Gate Fold, Eight-Pages Parallel Fold, Twelve-Fold Pages Back And Forth, Sixteen Pages of Alternating Wide, Sixteen-Page Booklet Sewing Volumes, Twenty-Four Pages Booklet-Sewing Volumes, Thirty-Two Page Booklet Full Volumes. Beside accrording to www.bradenprint.com, there are twelve types of folds, that are Half Fold, Letter Fold (tri-fold), Z-Fold, Half Letter fold, Two Parallel Fold, Accordion Fold, Half + Z-Fold, Gate Fold, Barrel Fold, Z-Fold With Angled Trim, Eight Page Right Angle Fold, and Sixteen and Thirty-Two Page Right Angle Fold.
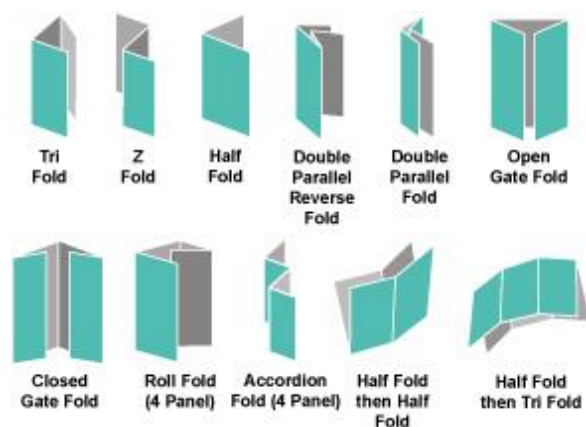
Pictures 2.3 Brochure folding
Source: http://www.arnoldcreative.net/brochures.html

Based on www.kiosdigital.net, this website mentioned that brochure has three functions that are:

a) Informative Function

The fuction of brochure is informing to all the costumers about the company, new products, services, and so on.

b) Advertisiment Function

The fungtion of brochure is promoting the products or services.

c) Identification Function

The fungtion of brochure is as a marketing concept, if the brochure is interesting and influencing the reader they will be identified the

company and want to know more about this company by read the brochure which was created before.

2.6 Materials and Tools Needed to Make Brochure

2.6.1 Materials

The material of this brochure is using art paper with size A4 120 grams. The characteristics of this paper are smooth surface on both side and clean white paper color. This paper is not waterproof and if it exposed by water it will be sticky (stuck with each other).

2.6.2 Tools

The tools needed to design this brochure are:

a) Computer or laptop with Software CorelDraw

The qualification of computer is Windows XP or Windows Vista or Windows 7 that minimal has an Intel Pentium 4 spec or equivalent, 1 GB memory, screen resolution of 1024 x 768 pixels, as well as DVD drives and the empty hard drive capacity of at least 1.5 GB for installation.

b) Mouse

It is used for making the position of object more precision than using touchpad in laptop.

c) Printer and ink

It is used for printing the design with any color. Types of ink are art paper ink. The advantage of using this ink is drying fastly.

d) CorelDraw Books and Tutorials

It is used for helping the writer to make brochure. The writer used books from Jayan (2009) and also Hendratman (2008). It is consist of tips and tricks to make a good brochure.

2.7 The Procedure of Making Brochure

According to definition of brochure and design, the writer conclude that brochure design is the process of making media promotion which is made by paper that consists of complete information and offers about a service or product.

In designing this brochure, the writer used software CorelDraw. It is one of vector graphics editor. In making brochures people needed some standard way. Before going any further, the writer will describe the tools that are commonly used in the process of making brochures of *Taman Wisata Alam Punti Kayu*.
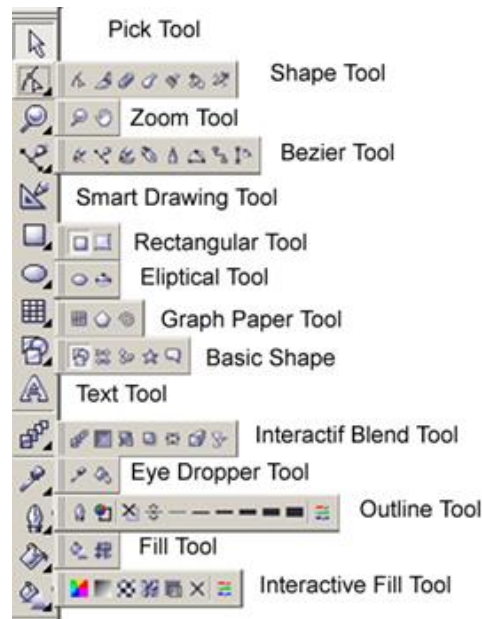
Picture 2.4 CorelDraw Tools
Source: www.tetesanpena27.blogspot.com

This table below is show what tools are commonly used in making brochure.

ICON	TOOLS	FUNCTION
	Pick Tool	to choose or select and adjust the size, tilt, and rotate objects
	Shape Tool	to edit the shape of the curve object
	2-point line Tool	to draw a single line without curves
	Rectangle Tool	to draw a square and box
	Elliptical Tool	to draw an oval or circle
	Text Tool	to write directly on the screen word as a paragraph or artistic text
	Fill Tool	Outline tool as well as when we choose the Fill

		tool fly out will appear and give you quick access to some facilities, such as the Fill dialog box (Uniform Fill, Fill Fountain, etc.)

Table 2.4 CorelDraw's Tool

This is pictures of menu and property bar which is commonly used by writer in CorelDraw.
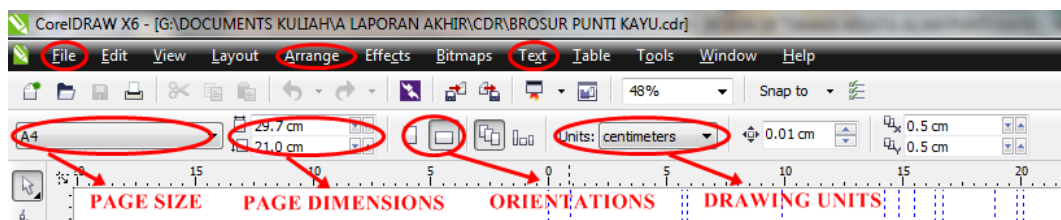

Picture 2.5 Menu bar and Property bar

This table show about the function of each menu and property bar:

| MENU BAR	FUNCTION
File > New	Used for making new page
File > Save	Used for save the project in CDR (CorelDraw) form
File > Import	Used for insert pictures or objects
Arrange > Order	Used to put the object back or in front of other object.
Arrange > Convert to Curve	Used for making the object become curve
Effect > Power clip > Place inside frame	Used for place the object inside the other objects
Text > Fit Text to Path	Used for making the text fit with the path
Page Size	Setting the size of paper
Page Dimensions	Specify the width and height of the page
Orientations	To choose the orientation of paper (landscape or portrait)
Drawing Units	To choose a unit of measure for the document

Table 2.5 Menu Bar in CorelDraw

In designing brochure, designer should know about CorelDraw first. Besides from book, designer should familiar in using all tools. Here is the standard procedure of making the brochures according to Jayan (2009:2-11). Firstly is make new page than setting paper's size by property bar. Change the unit into millimeters and setting the paper size to 334.0mm X 215.9mm.
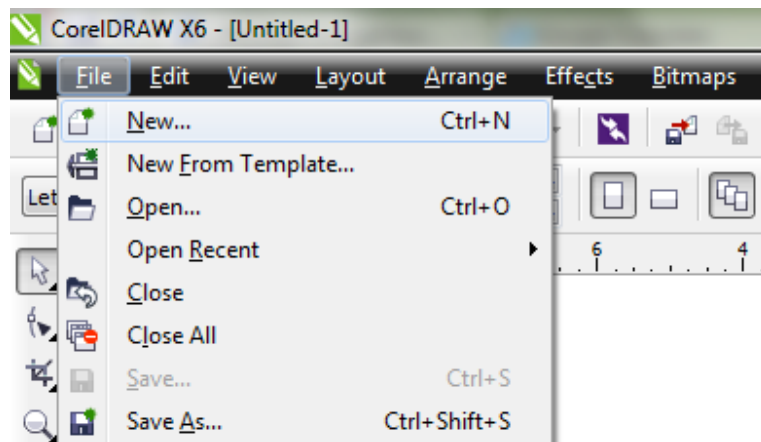

Picture 2.6 Create New Page

Secondly is setting the guideline. After we make a new page and setting the paper size, we should set the guideline. It is helping line when we would like to put some object. The guideline would help the position. When we choose method snap to guideline we will get accurate position. Setting the method snap to guideline in menu 'view' then 'snap to' choose 'snap to guideline' or click in property bar 'snap to guideline'.
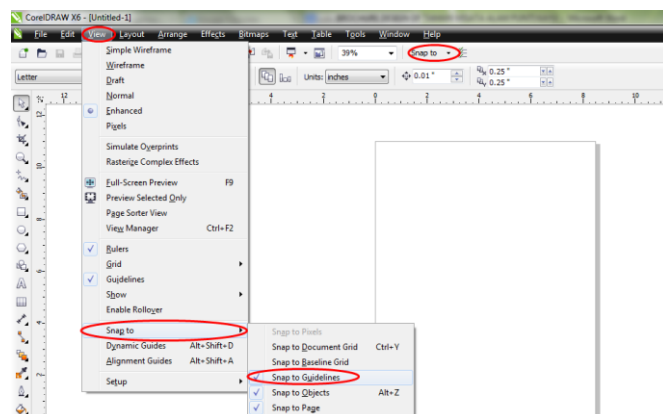

Picture 2.7 Snap to Guideline

The way for setting the guide is double click in the ruler. Then open the guideline and set vertical with 111.333 than click add. After that add 222.666 and click add again. Click ok if we want to close. In the same way, we add horizontal guideline. Adding the box with 107.500 then click add and fill it again with number. After finishing the number of guideline click ok.
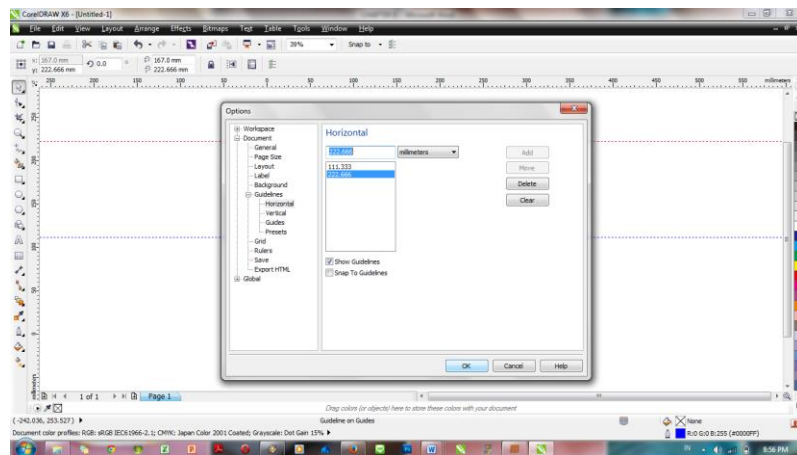

Picture 2.8 Guideline setting

Next step is making a shape (square) in the right angles. After that click menu 'Arrange' then 'Convert to Curve' or ctrl+Q. This step will change the shape become curve. Then, use shape tool and right click in the shape then 'curve'. Still use shape tool, curve the shape with 'handle point'. Coloring the line with black then duplicated the shape twice and setting the size and color.
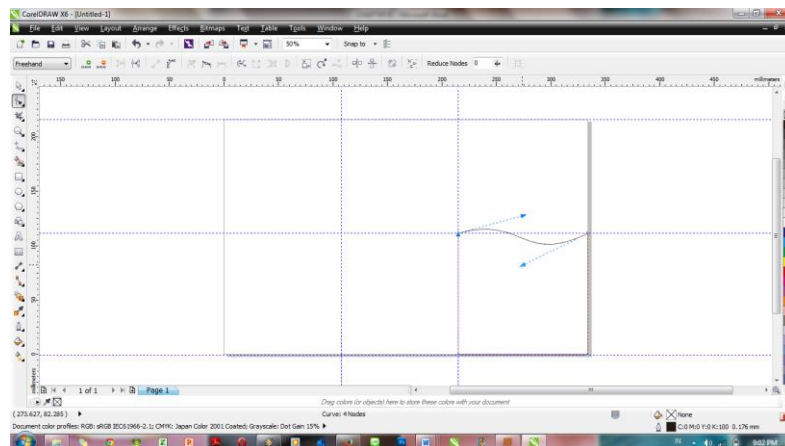

Picture 2.9 Handle Point

Next is making a square shape with 10% black by rectangle tool. Then click shift+page down to make the shape inside the curve.
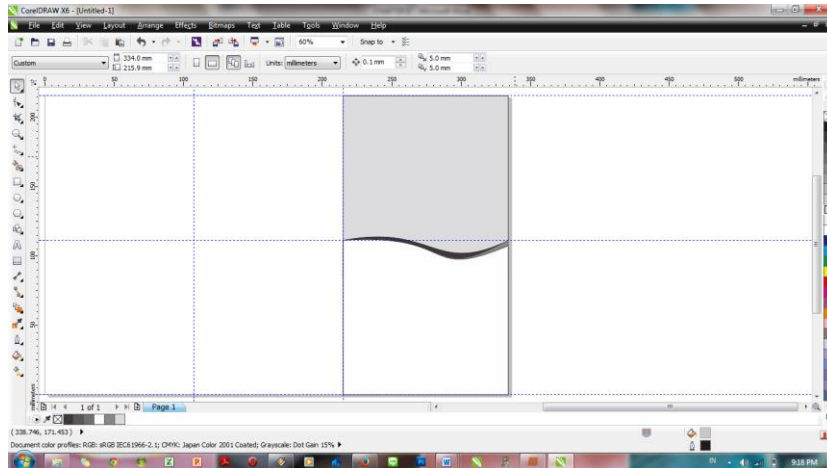
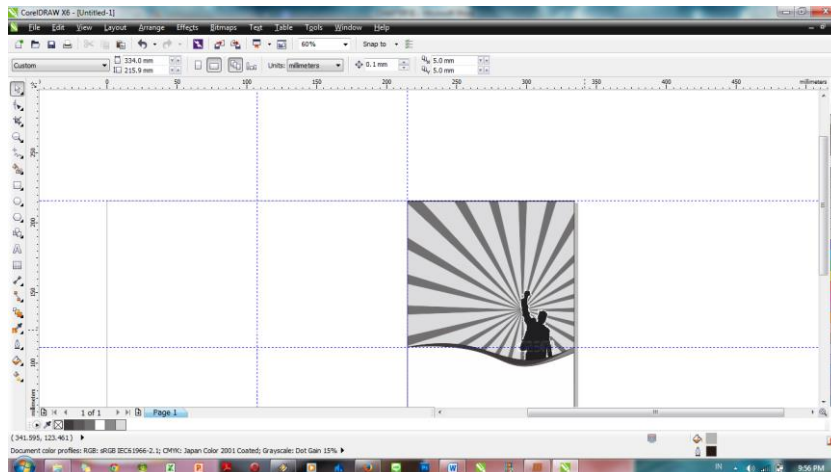Picture 2.10 Rectangle Tool inside the Curve

Adding the brochure with import a picture by ctrl+i. Resize the picture and put it in the backside of the curve but in front of 10% black shape by shift + page down than ctrl + page up once. Click menu 'bitmaps' then 'Bitmap Color Mask' to make white color in the silhouette disappear.
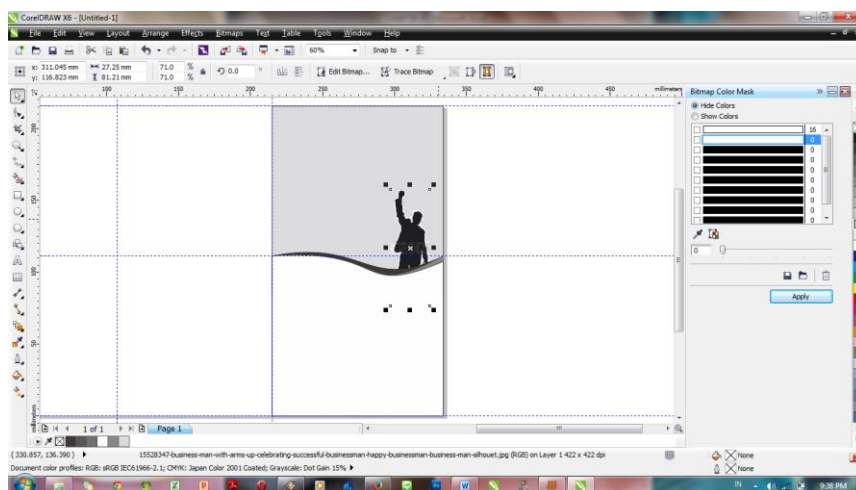
Picture 2.11 Silhouette

Last step is making triangle shape by using polygon tool. Change the color to 30% black and click menu 'Arrange' then 'Transformations' and choose 'Rotate'. Click triangle shape and click angle in rotate box to 15% and duplicate it

into the triangle look as a circle then click apply. Selection all triangle by ctrl+g then click menu 'effect' then 'Power clip' and choose 'Place inside Container' and edit the position.

Picture 2.12 Triangle Rotation