

## **CHAPTER II**

### **LITERATURE REVIEW**

In this chapter, the writer discusses the definition of design, elements of design, the stages of the design process, the definition of the booklet, types of the booklet, the advantages and disadvantages of the booklet, characteristics of a booklet, booklet writing requirements, the definition of tourism, types of tourism, elements of tourism, and the definition of tourism destination.

#### **2.1 Design**

According to Heskett (2005), he stated that design is to design a design to produce a design. It means that design (noun) which designs (verb) a design (noun) of a concept or idea to produce a design (noun) or a final report. In addition, Wiyancko (2010) explains that design is everything related to concept making, data analysis, project planning, drawing or rendering, cost calculation, prototyping, frame testing, and riding test. Then design is an action or initiative to change human work (Jones, 1970).

From the theory above the writer can be concluded that design is a creative activity to produce an innovative thing.

##### **2.1.1 Elements of Design**

According to Dwi Kristianto (2020), design is divided into seven elements as follows:

1. Line: Any sign that connects one point to another. Lines can be used to set the layout, direct the reader or convey emotions to the reader.
2. Shape: Something that has a height and a width. With form, the reader is helped to recognize an object, attract attention, communicate the designer's ideas, and add to the attractiveness of a layout.
3. Texture: The look or feel of a surface. Textures add dimension and richness to a layout, emphasizing or bringing in a certain feeling or emotion.

4. Space: The distance or area between or around something. Space separates or unites layout elements, defines an element, or as a resting place for the eye.
5. Size: How big or small something is. Size shows the most important elements, grabs attention and fits all elements of the layout.
6. Value: How dark or light an area is. Value separates the elements of a layout, giving it a certain feel and creating an illusion of depth.
7. Color: The last medium of symbolic communication. Color brings a certain mood, grabs attention, emphasizes something, and sets the layout elements.

### **2.1.2 The Stages of Design Process**

As written by Arin (2009) in her blog, there are 6 points of the stage of the design process. The first step that must be taken is to collect ideas in making designs. Second, focus on the ideas that have been created. Focusing on these ideas means diving deeper into the science and understanding the ideas that we will write about in the book. If we have determined what ideas we will discuss, to strengthen the knowledge that we will represent in the book to be written, we can add references from other sources, of course by including the source of the writing so that it is not considered a plagiarist. Third, create the outline. Outlining is done so that the writing is directed and remains focused on the ideas that will be conveyed, not straying into other issues that do not need to be discussed in the book. The outline also makes it easier to write and compose. With the framework of the book to be made, the author will be more focused on writing the book, so that the contents of the book will be focused on the things that will be explained. Fourth, the draft will underlie the logic, thinking, and reasoning of how the author will design. Revisions need to be made to improve all writings. In some cases, usually during revisions, many authors say that revision is the same as rewriting part or all of the contents of the book. This revision aims to make written work better than before. Editing is done to fix the writing, to fix the layout of the writing and the preparation of the writing so that it has an aesthetic that can attract the reader.

## **2.2 Booklet**

According to Kusrianto (2007), a booklet is printed materials consisting of

a few pages indexed so it looks like a book. Meanwhile, Oxford Dictionaries states that a booklet is a small and thin book with paper covers and typically gives information on a particular subject. Rustan (2009) says that a booklet is a publication medium that can accommodate and share some information because it has many pages. In addition, mukhair states that a booklet is a mass communication media that aims to deliver the message of promotions, suggestions, and prohibitions to audiences in the printed form to make the target community understand these and follow the messages contained in the booklet.

From those definitions, the writer can conclude that a booklet is a medium that serves to provide information and also serves as material to promote something that is packaged in detail about something that is discussed.

### **2.2.1 Types of Booklet**

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

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

#### **1. Creep Occurs**

Creep Occurs in this booklet where if there is no leeway to creep when the page is cropped, the outer margins become narrower towards the center of the booklet and there is a possibility that text or graphics may be cropped.

#### **2. Creep Allowance**

Creep Allowance is a way to prevent creeps that occur in booklets. If creep is visible, the copy can be repositioned toward the center of the spread for pages in the center of the booklet. When cropped, all pages will have the same outer margins and no text or images are lost.

#### **3. Imposition references**

This imposition of references serves to arrange the pages for printing so that when assembled into a booklet or other publication, the pages come out in the correct reading order.

#### **4. Saddle-stitched binding**

Saddle-stitched binding is a binding that creates a booklet that can be opened flat. It is also one of the most common binding methods for booklets.

#### **5. Booklet Envelopes**

This Envelopes booklet is a small envelope or purse with side stitching. Booklet envelopes are used not only for booklets but also for brochures, catalogs, annual reports, and other multi-page letters.

#### **2.2.2 The Advantages and Disadvantages of Booklet**

According to Kemm (1995), booklets have two advantages. First, they can be learned at any time because of their book-shaped design. It means you can carry out the booklet anywhere and anytime you want. Second, the booklet contains more information compared to the poster. It means in booklets you can find more varieties of information. While Ewles (1994) states that booklet has some advantages that are people can learn and read booklets independently, users can view or see the contents of the booklet in leisure time, the information can be shared with family and friends, the booklet can reduce the need of note-taking, the booklet can be made in a simple shape and the cost of making booklet are relatively cheap.

However, according to Mukhair (2012), the booklets also have some disadvantages. First, booklets cannot be spread throughout the community due to the limitation of distributions. Second, the process of delivering information from a 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 the booklet. 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 cannot be finished in one day. Second, the price of making a booklet is expensive because printing a booklet that usually consists of photos or color images needs more money or a high cost. Third, there is so much information in booklets and it is too long. Booklets usually provide more information or messages that are not needed which will reduce the intention to read

a booklet. And the last, the maintenance and the storage of booklets that is 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 that are used for printing. Second, it will be more expensive to print out pictures or photos. Third, a booklet needs good care to take pictures or text that is not missing or damaged. Lastly, if the booklet is too thick, it will decrease the reader's interest.

From these problems, the writer provides suggestions to overcome the disadvantages of booklets, namely to reduce the boredom felt by readers in general, it is better if the booklet made contains sentences that are not too long, contains clear points, language is easy to understand and uses pictures (interesting and relevant images with something described). Then to overcome the problem of printing which takes a long time, expensive printing prices, and problems with images and text that are easily lost or damaged, namely by providing e-booklets. Besides being able to help the problems above, it can also reach unreachable tourists to get printed booklets. The e-booklet can be placed on the official social media of the destination in the form of a link so that when tourists search for information on the destination, it will be easy to find the e-booklet.

### **2.2.3 Characteristics of a Booklet**

Suleman (1998) says that a booklet is a category of the line media. Based on the characteristics attached to the below line media, messages written on the media are guided by several criteria, they are, In the form of text and images, or a combination of both, the word used economically, using short sentences, simple, brief, and concise, using capital letters and bold, the use of letters not less than 10 pt, accordance the contents to be delivered, and about packaged interesting. The most important thing to make a booklet is not to use rambling sentences too much. Expand to show interesting pictures with clear statements. The layout design is also not too standard. Make it attractive and interesting, because the booklet is usually kept by people longer than brochures and others. Even people save the

booklet to get information later, so people can get the information from the booklet easier.

#### **2.2.4 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 (for e-booklet).
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 Slightly Gray but almost black area).
5. Use the 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 language, 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 Tourism**

Tourism is an activity done individually or in groups from one place to another place to enjoy the journey and environment in social, cultural, and natural sciences, and in the end, the tourist will go back to her or his place. According to Kodyat (1983), tourism is travel from one place to another place, temporarily, done individually or in groups, as an attempt to find a balance or harmony and happiness in the environment in social, cultural, and natural sciences. In addition, Yoeti (1983) states that tourism is a journey done for a while from one place to another with a view not to strive (business) or learn a living in a place that is visited, but solely to enjoy the journey to recreation or filling kinds of necessity. Meanwhile, Hornby (2001), tourism is a trip in which shorts are made at several places, and the tourist finally returns to his or her place.

### **2.3.1 Types of Tourism**

According to Spillane (1987) cited in Siallagan & Purwanti (2011) tourism is divided into six kinds based on the motif of travel purpose as follows :

#### **1. Pleasure Tourism**

This kind of tourism is done by people who leave their residence for vacation, looking for fresh air, fulfilling the will of curiosity, relaxing nervous tension, seeing something new, enjoying the beauty of nature, knowing the local folk tale, get peace.

#### **2. Recreation Tourism**

This tourism is done to use the days off to rest, recover physical fitness and spirituality, and refresh yourself from fatigue and exhaustion. It can be done in place to ensure that these goals offer recreational enjoyment needed, such as the seaside, mountains, resort centers, and health centers.

#### **3. Cultural Tourism**

Cultural Tourism is characterized by a series of motivations such as the desire to learn in the centers of teaching and research, learn the custom, institutional, a different way of life, visiting historical monuments, relics of the past, art and religious centers, musical arts festival, theater, folk dance, and others.

#### **4. Sport Tourism**

Sports tourism is divided into two categories:

1. *Big sports events*, namely the major sporting events like the Olympic Games, the ski world championship, world championship boxing, and others of interest to the audience or the fans.
2. *Sporting tourism of the Practitioners*, namely sports tourism for those who want to practice and the practice itself as mountain climbing, horse riding sports, hunting, fishing, and others.

#### **5. Business Tourism**

According to the theorists, this is the professional form of travel or trip because of something to do with the job or position, which does not give it to someone to choose the destination and time of travel.

## **6. Convention Tourism**

This tourism is in demand by countries because when a convention or a meeting will have many participants to stay within a certain period in the country that organizes the convention. The country that often holds this convention will establish structures that support the holding of the convention tourism.

Moreover, Pendit (1994) cited in Utama (2014), there are seven kinds of tourism based on the motif of tourists as follows:

### **1. Cultural Tourism**

Cultural tourism is a journey undertaken based on a desire to expand the view of life, and learn about people's conditions, customs, way of life, culture, and art. Along with it, the journey has opportunities to take part in cultural activities, such as the exposition of the arts or patterned historical activities.

### **2. Maritime Tourism**

Maritime tourism is a journey related to water sports such as fishing, sailing, diving, surfing, and rowing races, view of marine life and any varieties of recreational waters is mostly done in areas or maritime countries.

### **3. Nature Preserve Tourism**

This tourism is usually organized by travel agents that aim to preserve nature reserves, protected parks, forests, mountains, and so on whose sustainability is protected by law. Nature Preserve tourism is usually done by enthusiasts and nature lovers.

### **4. Convention Tourism**

Convention tourism is an activity purpose with taking apart the activity politically. Currently, many countries develop this tourism by providing facilities for the participants of a conference, deliberation, convention, or another meeting in a range of national and international.

### **5. Farm Tourism (Agriculture Tourism)**

Farm tourism is a journey with the purpose to visited agricultural projects, plantations, breeding grounds, and so on where travelers can organize a group to visit and review for study.



## **6. Hunt Tourism**

Hunt Tourism is mostly done in countries that have forests where hunting is justified by the government. Hunt tourism regulations become safari hunting to forests. In Indonesia, the government has opened hunt tourism on Baluran in East Java where tourists may shoot the bull or boar.

## **7. Pilgrimage Tourism**

This kind of tourism is related to religion, history, customs, and people's faith. Pilgrim tourism is usually done by a person or group to visit holy places, the tomb of a revered leader, and hills considered sacred.

### **2.3.2 Elements of Tourism**

According to Spillane (1987) cited in Siallagan & Purwanti (2011), there are five essential tourism elements.

#### **1. Attractions**

Attractions can be classified into site and event destination. A site destination is a permanent physical destination by fixed location, the places in tourism destinations such as zoos, museums, and parks. While event destinations are held temporarily and the location can be changed and moved easily such as festivals, theaters, and traditional art shows.

#### **2. Facilities**

A facility is an attraction in a location because facilities must be closed to the market, for living in a tourism destination, tourists need sleep, food, beverage, etc. Therefore a tourism destination needs lodging. Besides, it also needs to support industries. Such as souvenir shops, laundries, guides, festival places, and recreation places.

#### **3. Infrastructure**

Attractions and facilities cannot be reached easily if they have no basic infrastructure. The development of infrastructure in a region can be enjoyed by tourists and residents that live there. The fixation on infrastructure is a way to create a good situation for the development of tourism.

#### 4. Transportation

In tourism, transportation is very important because it decides the distance and time of the trip. This transportation includes the land, air, and sea. It is one of the important elements in tourism development.

#### 5. Hospitality

Tourists who are in an environment where they do not know the certain requirements, foreign tourists want to enjoy their vacation when they are an object without a criminal action in that place. Therefore, basic needs for security, protection, also tenacity, and conviviality are required during a tour.

Meanwhile, Pendit (1994) cited in Amanat (2019) gives six elements involved in the tourism industry :

1. Accommodation is a person's residence for a while during the vacation.
2. Catering and restaurants are the service industry in the field of food and beverage operations managed commercially.
3. Transportation service is a service industry engaged in the field of land, sea, and air transportation.
4. Tourism attraction is the tourism activities that can attract the attention of tourists or visitors.
5. Souvenirs are objects that are used as reminiscences to be taken by tourists when they return to their place of origin.
6. Travel Agent is a business entity that services all the travel processes from departure to return.

### **2.3.3 Tourism Destination**

According to Gunn & Var (2002), a tourism destination is a place or location in addition to having an attraction that can be seen by tourists, also available a variety of activities that can be done by tourists in the place, so that tourists are hooked to visit. Cooper (1993) states tourism destinations are one of the most important elements in the tourism system because it becomes a pull motivation for tourists to travel and attractions that destinations will lure tourists to visit. Furthermore, Law No.10 of 2009 confirms that the tourism destination is a

geographical region located in one or more administrative regions where there is a tourist attraction, public facilities, tourism facilities, accessibility, and community are the interrelated and complementary realization of tourism.

From those definitions, the writer can conclude that a tourism destination is a region that must have a characteristic or uniqueness to provide charm or attraction for visitors during their visit to lure tourists to visit again.