

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer discusses about design, booklet, e-booklet, advantages of e-booklets, criteria of a good e-booklet, parts of e-booklet material, stages of e-booklet script development, *Museum Negeri Sumatera Selatan*, tourist, domestic tourist, endorse, tourism, and historical tourism.

2.1 Design

Design is a pattern before creating an object. *Ddesain adalah suatu perencanaan atau perancangan yang dilakukan sebelum pembuatan suatu objek, sistem, komponen, atau struktur*” (Pratama, 2020). It means that design is a plan before creating an object, system, component, or structure. Furthermore, (Ambrose & Harris, 2010) stated that “design is a process that turns a brief or requirement into a finished product or design solution.” Based on both statements, it can be concluded that design is a planning process that turns a brief into a finished product.

In the process of designing a product, creativity is needed, as stated by (Ambrose & Harris, 2010) “The design process engages a high degree of creativity but in a way that is controlled and directed by the process so that it is channelled towards producing a viable.” The design process must be carried out by a creative person because the strong desire of the designer will not make him/her feel bored and stop designing.

2.2 Booklet

Booklet is one of the endorsement ways that using print media in the form of a book that contains interesting pictures and writings. The booklet aims to provide information about an object or place to the reader, so that the reader understands and obeys the message contained in it. “*Booklet merupakan media komunikasi visual yang digunakan untuk menyampaikan informasi yang berbentuk buku yang berisikan gambar dan tulisan yang menarik*” (Sari V. H., 2018). It means that booklet is a visual communication medium to convey information in the form of a book and contains interesting pictures and writings.

Furthermore, (Fauza, 2017) stated that

booklet adalah sebuah media dari komunikasi massa yang tidak hanya menyiarkan, memberitahukan dan memasarkan, akan tetapi booklet ini juga bisa berupa sebuah perwujudan dari penyampaian informasi mengenai pengertian-pengertian asal usul berdiri organisasi, penyuluhan dari organisasi-organisasi serta pemberitahuan masyarakat yang lebih bersifat umum.

It explains that booklet is a mass communication media that is conveying information about various things from an organization as well as general public announcement. So, it can be concluded that a booklet is a visual communication medium to convey information and promote a product in the form of a book that contains interesting pictures and writings.

2.2.1 E-Booklet

E-booklet is an electronic form of booklet. Booklet is a printed endorsement media, while e-booklet is an electronic endorsement media. E-booklet is more practical than booklet because it can be stored in smartphone and read anywhere and everywhere. As stated by (French, 2013) (as cited in (Widuri, Margono, & Retnaningsih, 2021)) that “The form of a booklet can be modified into an e-booklet (electronic booklet), which is a simple form of an e-book (electronic book) which is produced as an electronic document and can be read using the appropriate software on a computer, laptop, tablet, or smartphone.”

Furthermore, (Hendrianti, Hidayat, & Suherman, 2021) stated that

Media e-booklet adalah media untuk menyampaikan materi-materi dalam bentuk ringkasan serta diberikan gambar yang menarik dan tidak lupa peneliti menyisipkan berbagai penanaman karakter di dalam media tersebut dengan berbasis elektronik yang dapat diakses melalui handphone dan laptop.

It means that e-booklet is a medium for conveying material that is equipped with attractive images and can be accessed via cellphones or smartphones and laptops.

Based on both statements about e-booklet, it can be conclude that e-booklet is an electronic form of a booklet that is equipped with attractive images and can be read using appropriate software on a computer, laptop, or smartphone.

2.2.2 Advantages of E-Booklets

E-book has similar shape to e-booklet, the difference between both of them is only in their size, "*E-booklet memiliki kemiripan dengan ebook, hanya memiliki perbedaan dari sisi ukuran media yang digunakan. E-booklet memiliki ukuran lebih kecil dari pada e-booklet [sic!]*" (Setiawan & Wardhani, 2018). It means that e-booklet looks similar to e-books, the only difference is that e-booklet is smaller than e-books. Because both of them use electronic device as a medium to access and store it, so the advantages of using e-booklets will be the same as e-books.

(Awaludin, Wibawa, & Winarsih, 2020) (as cited in (Lieung, Rahayu, & Yampap, 2021)), stated that there are 4 advantages of using e-books, namely : "1) It is easier to get because it comes from various places, 2) Search for book contents is faster and saves time, 3) Users get many things besides just books, 4) Access to E-books is faster and easier." Meanwhile, (Cumaoglu, Sacici, & Torun, 2013), stated that there are 5 advantages of using e-book, "the biggest advantage of e-book over printed resources is easy access... ease of archive, ease of use, ease of read and up to dateness were emphasized mostly by students..." Based on both statements about the advantages of e-book, it can be concluded that the following are the advantages of using e-booklet:

1. Easy to access
2. Easy to get
3. Easy to search the contents
4. Easy to archive
5. Easy to use
6. Easy to read
7. Up to dateness

2.2.3 Criteria of A Good E-Booklet

As explained before that an e-booklet is an electronic form of a booklet, therefore the good criteria for e-booklet are the same as a booklet. (Satmoko & Astuti, 2006) (as cited in (Yusuf, Saraswati, & Ahmad, 2019)) states that "*booklet adalah sebuah buku kecil yang memiliki paling sedikit lima halaman tetapi tidak lebih dari 48 halaman di luar hitungan sampul.*" It means that a good booklet consists of at least 5 pages and at most 48 pages.

Moreover, (Mintarti, 2001) (as cited in (Yusuf, Saraswati, & Ahmad, 2019)) states that "*booklet memuat berbagai lambang visual, huruf, gambar, kalimat, dan sebagainya sehingga efektivitas booklet dapat ditingkatkan dengan merekayasa lambing[sic!]-lambang visual yang ada.*" It explains that the using of visual symbols such as letters, pictures and sentences is useful for increasing the effectiveness of the booklet. The visual symbol can be made more attractive by adjusting the color composition, image display, and font size and type.

" *Booklet dibuat dengan ukuran 21 x 14,8 cm (ukuran A5),...menggunakan huruf Segoe UI Semibold, Calibri, Arial, dan Times New Roman dengan minimal ukuran font 12 maksimal 16.*" (Klarisya, Daningsih, & Marlina, 2019). It means that the size of booklet is 21 x 14.8 cm or A5 paper size and typed with Segoe UI Semibold, Calibri, Arial, and Times New Roman font with the font size of 12 to 16. It aims to make the writing on the e-booklet easy to read. So it can be concluded that the criteria of a good e-booklet are:

1. Consists of at least 5 pages and at most 48 pages
2. Using the visual symbols such as letters, pictures and sentences
3. Measuring 21 x 14.8 cm or A5 paper size
4. Using Segoe UI Semibold, Calibri, Arial, and Times New Roman font
5. Using 12 to 16 font size
6. Adjusting the color composition, image display, font size and type with the design

2.2.4 Stages of E-Booklet Script Development

According to (Friedmann, 2014), there are seven stages of script development, “(1) background research and investigation, (2) concept, (3) pitching, (4) treatment, (5) first draft, (6) revision, (7) final draft”. First, background research and investigation is done before defining the outline of the script content. Before creating a script, the script writer need to know information about the subject that will be covered in the script. So research collects information that allows to find out information about the subject.

Second, The first formal document you create in the scriptwriting process is called a concept. The concept outlines the key ideas of the content of the manuscript. There is no special format for it. It does not provide any plot details or content, nor does it include dialogue or voice narration. The importance of a concept to the writer is that the vision of the manuscript is clearly expressed and clearly understood.

Third, pitching is part of the communicating and selling of ideas in both the entertainment and the corporate communication industries. The writer of the script have to be able to talk the ideas as well as write them down. A good pitch should capture the essential idea in a nutshell and tease the readers so that they are motivated to read what the writer have written.

Fourth, treatment After the concept comes the treatment. A screenwriter must know what it is and how to write it. Treatment writing involves expanding the concept to reveal the complete structure of the program with the basic content or storyline arranged in the order that will prevail in the final script.

Fifth, the first draft of the script is an initial attempt to adjust the content of the treatment into a scenario or script format that is suitable for the medium. At this stage, the words in the treatment are converted into full text so that it becomes a script. The first draft that has been made still needs improvement.

Sixth, Revision is the part where the author submits the first draft to the expert to see where the error is and is given suggestions for making improvements

to make the script more perfect. This improvement is also intended so that the resulting script can convey messages and information properly to the reader when reading it.

The last, last draft is another pretty self-explanatory term. This is the final document that incorporates all revisions and expert input and all improvements and finishing touches that the scriptwriters put on the writing work even when not explicitly asked for. Screenwriters view their work with a critical eye and seek continuous improvement. This document should mark the end of the author's assignment. Therefore it can be concluded that there are 7 steps in developing a script. In this study, the author will only use 6 steps, without pitching because the pitching is carried out in the process of developing the film script, while in this research, the author will create a script for the e-booklet.

2.3 Narrative and Descriptive Paragraph

In this report, the writer used narrative and descriptive paragraph to write the e-booklet content. According to (Oshima, 2007), a paragraph is a group of statements about a subject developed by the writer. Meanwhile, a narrative paragraph is a paragraph written by telling a real or fictional event. As stated by (Oshima, 2007) that "When you write a narrative paragraph, you write about events in the order that they happen." Furthermore, she also stated that in a narrative paragraph there is a time order which serves to show the sequence of events from beginning to end. Examples are in the morning, the next day, next, now, henceforth, and finally. Narrative paragraphs also use compound sentences, which is a sentence composed of at least two simple sentences using a comma and a coordinating conjunction.

Meanwhile, descriptive paragraph is a paragraph that describes how the image of an object can be felt by the five senses of the reader, so that the reader can clearly imagine an object. As stated by (Oshima, 2007) that "Descriptive writing ... tells how something looks, feels, smells, tastes, and/or sounds." Furthermore, he also stated that in a descriptive paragraph using spatial order. Spatial order is the

arrangement of objects by space. For example, at the top of, in the center, next to, between, inside, and across. Then, the topic sentence must state the topic and the controlling idea that shows the overall impression of the topic. The supporting sentences of descriptive paragraph must contain a more detailed explanation of the topic.

2.4 Components of Language

There are five components of language: phonology, morphology, pragmatics, syntax and semantic. Phonology is a branch of science that studies the sounds produced by speech organs, this is in accordance with the statement of (Gani & Arsyad, 2018), namely "*fonologi adalah cabang ilmu bahasa (linguistik) yang mengkaji bunyi-bunyi bahasa.*" Morphology is a science that studies word forms and word changes, (Gani & Arsyad, 2018) also state that "*morfologi yaitu sebagai bagian dari ilmu bahasa yang mempelajari seluk-beluk kata meliputi pembentukan atau perubahannya, yang mencakup kata dan bagian-bagian kata atau morfem*". Pragmatics is a science that studies the relationship between language use and speakers, as stated by (Wekke, 2019) that "*Ilmu pragmatik mengkaji hubungan bahasa dengan konteks dan hubungan pemakaian bahasa dengan pemakai/penuturnya.*" Syntax is a branch of science that studies sentence structure, as stated by (Gani & Arsyad, 2018) that "*sintaksis adalah cabang linguistik yang membahas struktur internal kalimat.*" Semantics is the study of meaning, this is supported by the statement of (Wekke, 2019) that "*Semantik adalah cabang linguistik yang meneliti arti atau makna.*" These components is important to make a writing looks good. Therefore, the writer used these components to revised the script the of e-booklet.

2.5 Museum Negeri Sumatera Selatan

Museum Negeri Sumatera Selatan which was formerly known as the *Museum Balaputra Dewa* was built in 1978 and inaugurated on November 5, 1984. This museum is managed by *Dinas Pendidikan Nasional* of South Sumatera

Province. This museum is located at *Jalan Srijaya I No. 288, Kec. Alang-Alang Lebar, Palembang*.

Museum Negeri Sumatera Selatan is a public museum whose ten types of collections with various materials, such as “*Geologika, Biologika, Etnografika, Arkeologika, Historika, Numismatika dan Heraldika, Filologika, Keramologika, Seni Rupa, dan Teknologika*.” (Bu’ang, Anggraini, Ambarwati, & Fadhila, 2018). This museum is one of the museums that has many historical relics from prehistoric times to the present. So this museum is very appropriate to be used as a place to study.

2.6 Tourist

Tourists are people who carry out tourism activities. Tourists can also be interpreted as people who enjoy traveling from their place to other places. “*Wisatawan dianggap penting untuk menilai suatu destinasi karena wisatawan merupakan pembeli atau penikmat jasa (layanan) yang di tawarkan oleh destinasi pariwisata*.” (Hanif, Kusumawati, & Mawardi, 2016). It explain that tourists are considered important because they are buyers of services offered by tourism destinations.

Furthermore, (Widarji, 2011) states that “*Kebutuhan utama wisatawan adalah untuk berlibur dan melepas ketegangan dan menikmati perubahan suasana sehari-hari dengan tujuan mendapatkan pengalaman baru dan menikmati potensi alam...*” It explains that vacationing, releasing tension, and enjoying changes in daily atmosphere can get new experiences and enjoy the potential of nature are the main needs of tourists. Based on both statements, it can be concluded that tourists are people who buy services that offered by tourism destinations with the aim of vacationing, releasing tension, and getting new experiences.

(Yumsinah, 2017) states that the types of tourists based on the nature of the trip and the location where the trip is carried out can be grouped into, " foreign tourist (*wisatawan asing/ wisatawan mancanegara*); domestic foreign tourist; domestic tourist (*wisatawan nusantara*) ; indigenous foreign tourist; transit

tourist; dan terakhir business tourist." Foreign tourist are foreigners who travel by entering a country that is not their origin country. Domestic foreign tourists is a foreigner who lives in a country because of duty and travels in the territory of the country where they live. Domestic tourists are the citizen who travel within the borders of their own country. Indigenous foreign tourists are citizens who work abroad and return to their home country to travel in the territory of their own country. Transit tourists are tourists who are traveling and are forced to stop at a port/airport/station not of their own volition. And lastly, a business tourists are people who travels for business purposes, after that they travel.

For further explanation regarding domestic tourists, (Musaneef, 1996) (as cited in (Damara, Yusup, & Khaerul A, 2014)) stated that "*turis domestik adalah seorang penduduk yang melakukan perjalanan ke tempat selain dimana ia tinggal menetap.*" It explains that domestic tourists are residents who travel other than their place of residence. Furthermore, (Jemadi & Sugeng D, 2016) stated that "*Wisatawan domestik adalah wisatawan dalam negeri, bukan wisatawan yang datang dari negara lain.*" That means that domestic tourists are tourists who come from within the country, not from other countries. They also stated that the purpose of domestic tourists doing tourism is as follows, "*wisatawan domestik melakukan wisata dan berekreasi ke bagian atau wilayah lain di negaranya untuk mengetahui sesuatu yang berbeda dengan lingkungan sekitarnya.*" Which means that the purpose of domestic tourists traveling is to discover new things from other regions in their country that are different from their residence.

2.7 Endorse

Endorsement is an activity to support a product by making a public statement so that potential consumers like it. "*Pengertian endorse atau endorsement adalah sebuah dukungan atau saran yang diberikan kepada sebuah produk atau jasa.*" (Puspanidra & Valdiani, 2018). It explains that endorsement is a support or an advice given to a product or service. (Lesar, Rompis, & Muaja, 2021) also stated that "*Endorse berasal dari kata Endorsement yang artinya adalah dukungan atau saran untuk mengenalkan produk tertentu.*" It means that endorse comes from the

word endorsement which means a support or an advice to introduce a product. Based on both statements, it can be concluded that endorsement is a support or suggestion that aims to introduce a product or service so that potential consumers like it.

2.8 Tourism

Tourism is an activity of visiting a tourist attraction to have a good time, increase knowledge, and others. In addition, tourism can also be interpreted as an excursion or picnic.

wisata dapat diartikan tujuan bagi seseorang untuk menjungi sesuatu yang mempunyai daya tarik baik berupa tempat benda atau alam yang bertujuan memberikan rekresai bagi diri seseorang, atau di Indonesia lebih dikenal dengan kata piknik yang biasa dilakukan bersama keluarga ataupun kerabat dekat. (Sari D. M., 2015)

It explains that tourism is the purpose of people visiting recreational areas or it can be called a picnic.

Furthermore, (Mulyati, Khairiadi1, Yana, & Zein, 2018) stated that

wisata adalah kegiatan perjalanan yang dilakukan oleh seseorang atau sekelompok orang dengan mengunjungi tempat tertentu untuk tujuan rekreasi, pengembangan pribadi, atau mempelajari keunikan daya tarik wisata yang dikunjungi dalam jangka waktu sementara.

It explains that tourism is an activity to visit a place that is carried out by a person or group of people that aims to have fun and learn about the uniqueness of the tourist attraction in a temporary period of time. Based on both explanations, it can be concluded that tourism is an activity of visiting recreational areas for having fun, and learning new things in a temporary period of time.

Based on the intended location, tourism is divided into 4 namely historical tourism, nature tourism, religious tourism, and educational tourism. For more information about historical tourism, (Irwanto & Sair, 2014) stated that "*Sejarah adalah cabang pengetahuan tentang aturan dan tradisi yang mengatur kehidupan masyarakat di masa lalu*". It means that history learns about the rules and traditions of how people lived in the past. He also stated that there is another meaning for history, namely "*cabang dari pengetahuan tentang peristiwa masa lalu dan kondisi yang berkaitan dengan masyarakat masa lalu.*" It means that history is knowledge of past events and conditions of society. Based on both understandings, it can be concluded that history is the science of the rules and traditions that govern life and various events that occurred in society in the past.

The definition of tourism is an activity of visiting recreational areas for picnics, having fun, and learning new things in a temporary period of time. And also the notion of history is the science of the rules and traditions that govern life and various events that occurred in society in the past. Based on both understandings about tourism and history, it can be concluded that historical tourism is an activity to visit historical places for having fun and learning the rules and traditions that govern life and various events that occurred in society in the past in a temporary period of time.