

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Definition of a Design**

Design is a creative process in solving a problem in terms of what is needed to design a place that is intended functional or aesthetic. Which in releasing color, lines, texture, balance, and shape (Beta, 2008). Design is anything related to concept creation, data analysis, project planning, drawing/rendering, cost calculation, prototyping, frame testing, and test reading (Wiyancoko, 2010). From the definition, it can be concluded that design is a creative process in solving a problem that is related to concept creation.

#### **2.2 Definition a Booklet**

According to *Balai Pengkaji Teknologi Pertanian - BPTP Jambi* (2016), Booklet is a small-sized book (half- letter) and thin, no more than 30 pages back and forth, which contains writings and pictures. Some say that the term comes from the book booklets and leaflets, booklets media means a blend of leaflets with a book or a book format (size) as small as a leaflet. The structure of the content such as books (introduction, content, closing) it's just a way of presenting it much shorter than a book (Rika, 2021). And then, the booklet is a mass communication medium that has a reason to deliver promotional messages, recommendations, and prohibitions to network.

##### **2.1.1. How to Create a Booklet**

According to French in Utami (2018) there are several steps to create a booklet:

1. Choosing a good title and subtitles

The selection of title and subtitles is the most important thing to define the content of a booklet. It is better to choose a narrow and specific topic to make the reader easy to understand.

2. Using a logical structure and concrete format

In the process of making a booklet, the writer should follow the rules and guidelines in making a booklet to create an interesting booklet.

3. Adopt the appropriate writing method

Creating a booklet could not be done only with writing because writing a booklet has a large reader scale so it must be done carefully by paying attention to some aspects. The content of the booklet is arranged in a systematic way such as arranging the title, subject matter, and table of contents.

4. Using a good cover

Commonly, people read and judge a book by its cover. A good cover can attract the reader to read and buy a booklet. The other function of cover is cover can be a medium of promotion that has a purpose to give the influence that the booklet looks appropriate for the reader.

According to Sharifyar (20191), there are two things to make a booklet as follows:

1. The cover

The cover of the booklet should have something that is related to the title or product and identity of the place, should be attractive enough to make the reader interested to open it, and start to read the booklet.

2. The content

The content of the booklet should be easy to understand too. The reader usually wants to get the main idea as fast as possible and add more pictures to make it easier to read and also easier to understand. Furthermore, the language of a booklet should be in a way that the

reader can find out the main meaning. Write straightforward and avoid difficult language.

Based on the opinion of some experts above, it can be concluded that to create a booklet it should have a concept before creating a booklet (softcopy or draft of a booklet) for example choosing a good topic, using a logical structure and concrete format. After creating the idea and the concept, the next step is to create the cover and the content of the booklet; it should be attractive and easy to understand by the reader.

### **2.2.2 Elements of a booklet**

According to Arsyad in Fauzia (2017), six elements must be considered when designing printed text, including:

1. Consistency

Format and spacing must be consistent, if the lines are too close will make the writing appear unclear at a certain distance. Consistent format and spacing will make the booklet look neater and better.

2. Format

The display format in the booklet uses a one-column display because the paragraphs used are long. Each different material content is separated and labeled to make students read and understand it easily.

3. Organization

Booklets are arranged systematically and separated using boxes so that students can easily to read and understand the information in the booklet.

4. Attraction

Booklets are designed to be interesting, such by adding images that relate to the contents of the material, so as that motivate students to continue reading.

## 5. Font size

The font used in the booklet is the type of font that is easy to read and usually uses not less than a font size of 11. The booklet avoids the use of capital letters in all text, capital letters are used as needed

## 6. Space

Space is empty blank space that can be in the form of spaces around the title, margins, space between columns, the beginning of a paragraph, and between spaces or between paragraphs. To improve the appearance and readability, you can adjust the spaces between lines and add spaces between paragraphs.

### **2.2.3 Compiling a Booklet**

compiling a booklet as teaching material should include eight things, below:

1. The title is a derivative of the subject matter.
2. The subject matter to be achieved is a derivative of the content standard, the standard of passing completion.
3. Supporting information is clearly explained, densely, interestingly, and pays attention to sentence presenters tailored to the age and experience of the reader.
4. In the booklet there are more images than text, so it does not seem monotonous.
5. Images that are displayed in real life, namely images that are already known by students.
6. The content is arranged based on the needs of learners.
7. Easy to carry anywhere and can be read at any time.
8. contains complete information, although not detailed and sequential.

Moreover, Enre (1988), there are six things or characteristics of good writing a booklet, namely:

1. The writing must always be meaningful

Good writing must be able to state something that has meaning for someone and provide evidence of what is said. If not, the writing will not be useful.

2. Clear writing

A booklet can be called clear if the reader can read it with a fixed speed and capture the meaning of the writing after trying in a reasonable way.

3. Economical

A good writer will not let the time of readers be lost in vain. Therefore, the writer will remove all excessive words from writing a booklet

4. Solid and intact

Should be coherent and intact if the reader can follow it easily because it is clearly organized according to a plan and the arenas of the parts are related to one another.

5. Follow the grammatical rules

Writing that adheres to grammatical rules is writing a booklet that uses standard language. That is, the language used by most educated community members and experts also use it in formal or informal communication, especially in written form.

6. There is a final settlement

There must be a final settlement of the writing. The final solution functions so that writing a booklet that has been produced does not float so that makes the reader disappointed.

#### **2.2.4 The Advantages and Disadvantages of a Booklet**

Andreansyah (2015) states that a booklet has advantages and disadvantages. The advantages of a booklet are that the cost of a booklet is lower than audio and visual media and also audiovisual media because booklets use printed media; the disadvantage of a booklet is that the process of making a booklet still needs an expert to make it well.

According to Gemilang & Christiana (2016), a booklet has some advantages as described below:

1. A booklet can be learned at any time because the design of a booklet is like a book.
2. A booklet can be used for independent learning.
3. The attractive design of a booklet can make people interested in reading.

Meanwhile, according to Bagaray, wowor, and Mintjelungan (2016), the advantages of using print media such as a booklet can be embraced by many people and are practical when used because they can be used everywhere and anytime. In addition, Anderson in Gustaning (2014) argued that a booklet as a media print has some disadvantages as described below:

1. It takes a long time to print, depending on the message to be conveyed and the tools used to print.
2. Difficult to reconcile and the tools used for printing
3. Messages or information that is too much and too long will reduce the intention of reading the media.
4. It needs good care so that the substrate is not damaged and lost.

#### **2.3 Promotion**

Promotions refer to the entire set of activities, which communicate the  
Promotions refer to the entire set of activities, which communicate the product, brand, or service to the user. The idea is to make people aware, attract and induce them to buy the product, in preference over others. According to

Tjiptono (2019: 02), promotion is a form of marketing communication which means marketing activities that seek to spread information, influence or persuade and remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned.

## **2.4 Tourist Destination**

Tourist destinations are multi-dimensional with an emphasis on the diversity of tourism facilities and services within a unified territory, marked by the many attributes attached to the destination (Geoffrey, 2009). Moreover, the law of the Republic of Indonesia concerning tourist number 10-year 2009 mentions that a tourist destination is a different geographical area or region within an administrative region or more within which there are elements; tourist attraction, tourism facilities, accessibility, community and tourism that are interconnected and complementary to the realization of tourism activities.

Based on the explanation, it can be concluded that a tourism destination is a place that has elements of tourism they are; tourist attractions, tourism facilities, accessibility, and community.

### **1. Tourist attraction**

Tourist attraction is anything that has a uniqueness, beauty, and value diversity in the form of natural resources, culture, and the result of man-made or objectives targeted tourist visits (Act No. 10 of 2009). In other words, tourist attraction is as follows: (1) tourist attraction from Almighty God's creation, which is tangible, the state of nature such as flora and fauna; (2) tourist attraction from human masterpiece that is intangible, such as museums, historical relics, ancient heritage, cultural arts and entertainment venues. Other tourist attractions were made as a blend of manmade and natural state (Agro tourism)

## 2. Tourism facilities

**Tourism facilities** means as used in the chapter, amenities for tourists or visitors such as lecture rooms, restaurants, picnic areas, playgrounds, gift shops, restrooms, trade craft workshop, clubs, and other recreational facilities as determined by the City Council. Overnight facilities only are allowed when the tourist facility is associated with the hotel or motel.

## 3. Accessibility

The ongoing endeavor to ensure tourist destinations, products, and services are accessible to all people, regardless of their physical or intellectual limitations, disabilities or age. It encompasses publicly and privately owned and operated tourist locations. The goal of accessible tourism is to create inclusiveness for all including those traveling with children, people with disabilities, as well as seniors.

## 4. Community

Community of tourism is the development of a tourist destination through the empowerment of local communities, where the community contributes to the nature of planning, managing and voting in the form of decisions in its development. The concept of community-based tourism will also involve the community in the decision-making process, especially related to income generation, job opportunities, and the preservation of the environment and local indigenous culture which ultimately fosters the identity and sense of pride of the local population which grows due to increased tourism activities.

### 2.4.1 Saung Bamboe Pelangi Has One of Tourist Destination

#### Figure 2.1

*Saung Bamboe Pelangi*



Source:<https://sumselupdate.com/diresmikan-bupati-banyuasin-dan-gubernur-saung-bambu-pelangi-destinasi-baru-wisata-di-sumsel/>



Saung Bamboe Pelangi located in Anggrek Kenten Laut Street, Palembang. This place carries the concept of water tourism to relax, gather, and fish. The place is very comfortable for gatherings and families. The place with the area of Rainbow saung is about 2.5 hectares. Saung Bamboe provides various facilities in the form of floating saung, gazebo, fishing pond, ATV dirt bike and other rides. This place is open every day with operating hours from 9.00 – 18.00 WIB.

For visitors who want to rent Saung Bamboe Pelangi Kenten there are several options. For Floating Saung, it costs Rp 50,000, Saung Lombok Kecil Rp 100,000, Lombok Besar Rp 150,000, and Gazebo Rp 200,000. All prices are valid for rentals for two hours. For visitors who want to enjoy various rides, there are children's rides, water bike rides, rowing boat rides with costs starting from Rp 5,000 per person. Not to forget for those who want to fish, this tourist park has provided fishing tickets at a price of Rp 60,000 including 1 kilogram of fish, bait, and fishing stick.

Saung Bamboe Pelangi has the potential to be one of the tourism destinations. This place has the potential as a tourist destination because of new spot tourism in Palembang, and also there are many facilities in the form of

floating saung, gazebo, fishing pond, ATV dirt bike and other rides. So, that makes Saung Bamboe a good destination for tourist because there is so much potential there. There is much you can do there that makes Saung Bamboe Pelangi as a tourist destination of South Sumatra Province but not many people from another city or country know this place because it is far from the city center and new place, so this tourism object needs to be promoted.

