

CHAPTER II

LITERATURE REVIEW

This chapter presents about definition of brochure, type of brochure, the principles to make a brochure, the application in making a brochure, kinds of tourism, tourism communication, tourism promotion, Palembang traditional wedding costume.

- **Definition of Brochure**

Yoety (1992,p.192) states that brochure is a sheet, printed with relatively good paper, lay-out attractively arranged with all the potential to be promoted. So, brochure is a sheet or small booklet with lay-out attractively that containing information about all the potential to be promoted.

- **The Purpose of Brochure**

According to AArt Design (2013) mentions the purposes of brochure are follow:

- To follow up after an initial sales contact.
- To give more-detailed information than a flyer.
- Brochures are used in direct mail campaigns as the follow-up to a postcard that was mailed out to generate interest.

Brochure as one of promotion medias is created especially to be kept and referred to again and again. It's expected that only people that are interested in learning more about a product will pick up a brochure.

- **Type of Brochure**

According to Hartsook (2010,p.1) there are two types of brochure. They are adventoria and informational brochure. First, adventoria brochure is

“....attracts attention and plays on the emotions of the customers. It compels people to pick it up and read it. It has an attention getting tagline or headline. It contains lots of white space and short bullets or points, rather than long paragraphs. Included is a call to action that asks the customer to make an

order, a phone call, come on down, clip a coupon, mail a reply card or some other action that puts you and the customer in contact.”

Second, informational brochure is used for the customer who has learned of your company and has requested more information. Unlike advertorial brochures, informational brochures can be crammed with information.”

In conclusion, advertorial brochure is for first time promotion about a product that contain interesting headline, contact number, and some present to attract costumers or target to have more attention with our product. Meanwhile, informational brochure is the brochure that provide all information about the product in detail.

• **The Principles to Design a Brochure**

According to Pujiriyanto (2005,p.99) states that we must give attention for several things in designing brochure. First, determine the space that will be used for text, photoes or images. Second, distribution methode will determine the format of brochure in relation with costs. Third, brochure always contain structured information. Fourth, determine the model of brochure, if the purpose of brochure is giving the structured information to the reader, so accordion fold model is very suitable. Last, type of paper is also important to describe the atmosphere and giving good quality results.

Next, Hartsook (2010,p.2) states that the things that must be considered in making a brochure as follows:

- Do not use more than nine or ten lines of type per paragraph.
- Do not average more than two or three sentences per paragraph.
- Do not indent paragraphs that have a space between them.
- Do not start sentences with numbers.
- Do not put two spaces after periods if using a computer.
- Do not use underline or all capitals as a way to stress a point. Use bold or italics instead.
- Use italic and all capitals sparingly as they are hard for people to read.

- **The Strategy in Designing a Brochure**

There are two contents of strategy in designing a brochure. They are visual strategic as verbal (headline, body copy, slogan, and closing words) and visual strategic as non verbal (format of design, illustration, layout, logo, typography, color) (Kristianto, 2008,p.33). They followed:

- **Visual Strategy as Verbal**

- **Headline**

According to Pujiriyanto (2005,p.38) states that headline is the title that can attract attention. The headline must be expressive, emphatic, concise, and clear. The function of it is attract the people to read more about the content.

- **Body Copy**

Base on Pujiriyanto (2005,p.39) states that body copy is sentences that explain in detail about the content of massege, serves to direct the reader to take a stand, think, and action. Body copy must be made creatively and communicative that shows the facts and pictures. So, the writing of bodycopy is use descriptive and also exposition paragraph.

According to Gadd (1997,p.33) states *description paragraph is a detailed picture of the characteristics of an objects, person or place*. The function of decriptive paragraph are to inform and entertain. On the other hand, he argued that exposition paragraph is a detailed explanation which involves facts or opinions. The functions of exposition paragraph are to give explanation or information and also to convince or persuade someone.

- **Slogan**

- **Definition**

Kristianto (2008,p.34) states that slogan is the main point of massages that want to delivered. Next, Widyatama (2011,p.117) cited in Damayanti (2013) states that slogan is phrase or motto

used as the expression of idea or purpose that contain special meaning and also easy to remember.

- **The Purpose of Slogan**

A slogan is made to tell, persuade, and influence the reader. According to Nurhadi et.al (2007,p.199) cited in Damayanti (2013) states that the purposes of slogan are make the reader to be known, understood, had interest, and act in accordance with the passages that the writer written.

- **The Characteristic of Slogan**

According to Damayanti (2013,p.9) states that the languages of slogan have three characteristics. First, the content of slogan should be short and clear. Second, the sentence should be simple, interesting, and easy to remember. Last, the slogan must be explain the vision, mission, and purposes.

The good slogan is contain communicative and simple words or sentences. So that, the writing of the slogan is use persuasive sentences to make the reader easy to remember and known. Grow (1999,p.4) states that the function of persuasive sentence is to persuade people to change their minds or take an actions, more is needed than opinion or sense of conviction.

- **Closing Words**

Pujiriyanto (2005,p.41) states that closing word is a short, simple, clear and honest sentence that has purpose to give the readers direction for make a decision. In addition, Kristianto (2008,p.35) states that closing word or baseline is usually contain brand name, company contact (contact details), and also could be a slogan.

- **Visual Strategice as Non Verbal**

- **Format of Design**

Pujiriyanto (2005,p.99) states that usuall formats design used in brochure are follow:

- Four pages
- Four pages roll
- Six pages accordion
- Eight folds roll
- Eight accordion folds
- Eight map folds
- Eight pages door folds
- Eight pages paralel folds
- Twelve pages fold printed in both of side
- Sixteen pages widen printed in both of side
- Sixteen pages booklet that bounded in sewing
- Twenty four pages booklet that bounded in sewing
- Thirty two pages booklet full bound.

Moreover, he argued (2005,p.105) that the brochure usually uses text paper that is available in some tekstures and colors. The size is 62,5 x 95 cm. In addition, base on AArt Design (2013) states

a brochure is generally a standard-size sheet of paper that has been folded lengthwise two times to create four panels (bi-fold) or folded three times to create six panels (tri-fold).....A brochure can be printed on either A4 or A5 paper.

The writer can conclude that there are many formats of designing a brochure. And also, the size and type of paper are determine the formats of brochure itself.

- **Illustration**

Pujiriyanto (2005,p.42) states that illustration can be a drawing, photo, and so on. Illustration can be produced through hand drawing and photography.

- **Layout**

According to Pujiriyanto (2005,p.71) states that layout is a preliminary sketches design to ilustrate the organization of graphic communication elements that will be included. Next, there are roles of design to make a layout. They are balance, proportion, and unity.

- **Logo**

Pujiriyanto (2005,p.40) states that logo is an identity of company or institution or a product that made as simply and communicative. It is also use letter and picture.

- **Tipography**

Kristianto (2008,p.35) states that the design of tipography is base on consideration of the design style, function, and also the character of fonts that used. Furthermore, Pujiriyanto (2005,p.40) states that type of fonts combination between headline and bodycopy are follows:

Table 1
Type of Fonts Combination between Headline and Bodycopy

| Headlines | Bodycopy |
|-------------------------------|------------------------------|
| Universe Medium Condensed | Garamond |
| Bodoni Bold | Bouer Bodoni |
| Caslon 3(<i>lower case</i>) | Caslon 450 |
| Helvetica | Times Roman |
| Gill Sans | Goudy |
| Franklin Gothic | Century Schoolbook |
| Cooperplate | Baskerville/ New Baskerville |
| <i>Palatino Italic</i> | Palatino |
| Helvetica Medium Condensed | Cheltenham |
| Futura Medium | Styme Light |

Source: Pujiriyanto (2005,p.40)

- **Color**

Kristianto (2010,p.38) states that color is important thing in promoting media. The color has its own characteristics, which would give the impression and certain philosophy to a product.

According to Pujiriyanto (2005,p.47) states that there are the psylogycal corelation between color and human. First, red means power,

energy, warm, love, emotion, aggression, and danger. Second, blue means beliefs, conservatism, safety, technology, and cleanness. Third, green means nature, healthy, lucky, and new. Fourth, yellow means optimistic, hope, philosophy, dishonesty, loser, and treason.

Fifth, purple means spiritual, mystery, nobless, transformation, and vanity. Six, orange means the product is not expensive. Seventh, brown means reability and comfort. Eighth, grey is the easy color to see. Ninth, white means purity, cleanness, and accuracy. Last, black means power, sexuality, elegance, wealth, and sophisticated.

- **Kinds of Tourism**

According to Pedit cited in Sary (2008) states that there are eight kinds of tourism. They are:

- Cultural Tourism

Cultural tourism is the travelling from one place to others that has aims to know habits, ways of life, cultures, and the arts of the society in the places.

- Health tourism

Health tourism is the travelling from one place to others that has aims to enjoy the new environment in the place for refreshed the physical and spiritual.

- Sport Tourism

Sport tourism is the travelling from one place to others that has aims to sport or become a participant in sport event.

- Commercial Tourism

Commercial tourism is the travelling to other places that has aims to visit a commercial exhibition or fair such as industrial exhibition, trade fair, and so on.

- **Industrial Tourism**

Industrial tourism is the travelling to industrial area that has aims to make an observation or research. It is usually done by groups of student.

- **Marine Tourism**

Marine tourism is a tourism that related with water sport in lake, beach, or sea.

- **Conservation Tourism**

Conservation tourism is the travelling to the conservation area such as forest, mountain, and so on.

- **Honeymoon Tourism**

Honeymoon tourism is the travelling that has done by new bridegroom. And, it has special facilities for them while honeymoon.

- **Tourism Communication**

According to Sary (2010,p.8) states that tourism communication is an human activities in conveying information about traveling to an area or attraction to be visited by tourists while enjoy the tourism object, so they are interested and want to have an action about it. So, tourism communication activities include tour guiding, advertising, and promoting about tourism object and destination.

Moreover she argued that the variables of tourism communication are credibility, context, content, clarity, continuity, consistency, channels, capability of audience, attention, interest, desire, decision, and action.

Channels as one of the variables of tourism communication are very important to promote the tourism object and destination. Sary (2008,p.13) states that channels are the medias that used to conveying information and messages to communication target. The medias are brochure, leaflet, booklet, folder, tourist map, guide book, display materials, cultural attraction, events, and exhibition.

- **Tourism Promotion**

According to Sary (2008,p.11) states that tourism promotion divided into two kinds as followed:

- **Direct Promotion**

The ways that usually used in this promotion are display (traditional house, costume, and pictures), printed media (prospectures, leaflet, folder, booklet, and brochure), exhibition, and presents (goody bag, free ticket, and so on).

- **Indirect Promotion**

The ways that usually used in this promotion are ;

- Giving information by printed media
- Publication in some magazines that in the company (tour travel company or travel agent) area.
- Visiting to the company (tour travel company or travel agent).
- Meeting with another companies to get some information
- Workshop
- Inviting some employees of company to visit tourism destination.

- **Palembang Traditional Wedding Costume**

Hariana (2010,p.78) states that traditional costume can show the level of culture in an area. And then, traditional costume is only used for custom ceremony. It means that traditional costume is clothes that used by people in a area that has historical value and its meaning. It also only used for custom ceremony. It happens because generally traditional costume is less practical. Traditional costume is clothes that shows the social identity or custom of an area or tribe.

Furthermore, there are some opinions about Palembang traditional wedding costume. First, Dinas Kebudayaan dan Pariwisata Kota Palembang (2008,p.56) states that Palembang wedding costume called *aesan pengantin* or *penganggon*. There are three kinds of *aesan pengantin*, they are;

- *Aesan Haji*

Man wears *jubah peradan* (gold *peradan*), short *songket* clothes, *songket* shawl, black button, diamond ring, *berketu* (*kopiah haji*) with gold embroidery, *terompah* (sandals). Furthermore, woman wears *gelung malang* hair style, yellow *songket* clothes. She also wears necklace, *bandong*, and *terompah*.

- *Aesan Gede*

Both of brides do not wear clothes. But, their bodies only use powder. They wear bracelet, anklet, necklace, diamond ring, *sumping*, and *songket* shawl. Man wears *kopiah* like gold *bandong* puppet. And then, woman wears *dodot* and *songket* weaving.

- *Aesan Solo Mentri*

The man wears *kopiah cupak*, and he doesn't wear *sumping*. While, woman wears *gandek*, *sumping*, *peradan* yellow clothes, and *songket* weaving. *Aesan solo mentri* is usually used by brides in their *munggah* procession.

Second, according to Alam Syamsir et.al (1998,p.9) state that Palembang traditional wedding costume is named *aesan gede*. And then, the ornaments that worn by groom are *kopiah cupak*, *kasuruhun*, *sabuk rumbai*, *sabuk* necklace, *kebo munggah* necklace, *dodot* cloth, *selempang sawit*, *pending* (belt), *keris*, *kemben pelangi*, *lepas songket*, *cak kalimah*, *kano* bracelet, *sempuru* bracelet, *gepeng* bracelet, *sapu tangan wangsit* (handkerchief), *angkinan* pants, *songket* sandals.

The ornaments that worn by woman are *kasuruhun* crown, *kembang goyang*, *sabuk rumbai*, *sumping*, earring, *terate*, *dodot* cloth, *sabuk* necklace, *kebo munggah* necklace, *dodot* cloth, *selempang sawit*, *pending* (belt), *keris*, *kemben pelangi*, *lepas songket*, *cak kalimah*, *kano* bracelet, *sempuru* bracelet, *gepeng* bracelet, *sapu tangan wangsit* (handkerchief), *songket* sandals.

Last, Kumari (2014,p.61) states that there are three kinds of Palembang traditional wedding costume. They are *aesan gede*, *aesan penganggon* or *aesan pak sangkong*, and *mandi simburan* traditional costume.

Aesan gede was only worn by brides from Palembang noblesse. *Aesan penganggon* or *pak sangkong* was created by Ratu Sinuhun at 1622-1635. It was influenced by Arab, Melayu, and China. The man wore *ketu*, and the woman wore *pak sangkong*. Next, the accessories of *mandi simburan* traditional costume that worn by woman are *songket limar* cloth, *selendang songket limar*, orchid *gelung malang* (before take a bath), *batik* cloth (during taking a bath), *jumputan* or *pelangi* cloth, and *selendang pelangi* (after took a bath).

As the identity of Palembang, Palembang traditional wedding costume also has meaning. According to Syamsir et.al (1997,p.20) states that the costume color means sacred and holiness. The costume design and the accesories that used on it mean greatness and honor. And then, generally all of the complements are the costume for king and queen, so the symbol of nobility and greatness are seen.