

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter presents literature review of Designing, Punti Kayu, leaflet, and children.

#### **2.1 Designing**

People usually make a concept before they make a product. Then, they try to describe the concept into a product by using some ways. That process is called designing. According to Hubkar and Eder (2012), designing means transforming the given problem statement into a full description of a technical system. The direct content of the design process consists of thinking out (conceptualizing) and describing the structures of a technical system. Conceptualizing is an important way before we start to design a product. By conceptualizing, the product will be easier to design.

According to Macdonald (2004), design is the arrangement of forms and colors of an artifact or natural form. Based on that theory, the process of making a product by choosing colors and forms is also called designing. The design word is from the Latin verb *designare*, meaning to mark out, trace out, contrive, or arrange. The noun *designation*, in its meaning of arrangement of order, is the nearest equivalent in Latin to the modern word.

Another opinion is from Berridge (2007), The following list shows some of the explanations that have been associated with design:

- The act of working out the form of something;
- Plan; make or work out a plan for; devise;
- Design something for a specific role or purpose or effect;
- An arrangement scheme;
- Blueprint; something intended as a guide for making something else;
- Create the design for; create or execute in an artistic or highly skilled manner;
- A decorative or artistic work;

- Make a design of; plan out in systematic, often graphic form;
- Purpose: an anticipated outcome that is intended or that guides your planned actions;
- Answering immediate needs;
- Create designs;
- Conceive or fashion in the mind; invent;
- A preliminary sketch indicating the plan for something;

## **2.2 Leaflet**

Leaflet is one of some media information. Leaflet usually has small size, so that it is easier to carry around. According to Meeda et al (2007), single sheet or doublesided printed document folded to convenient size. Purpose: Compact, user friendly summary of key project themes or information, to support public consultation, exhibitions etc. To make an interesting leaflet, we need skill and full imaginations such as using pictures, illustrations, and interesting fonts. It aims to attract people to see and read the information inside. All of the written information in leaflet should be clear, although the size is small enough. The purpose is to share the information to public clearly.

Other opinion is from Keirle (2003), leaflets are one of the key ways in which we can provide information about recreation sites to outside parties. This media information is cheaper than other media. This is particularly useful in as much as people can pick up a leaflet and read it at their leisure, for example in their car or at home.

According to Hough (2005), there are some strengths and weakness of leaflet.

The strengths are:

1. Color fonts can be used very effectively.
2. Clever use of colored and also stylized paper (such as embossed paper) can be effective.
3. An easy way to communicate a message to many people.
4. Cheap to produce.

5. Are often distributed as inserts in magazines newspapers etc.

The weakness is may take time to design and produce, depending on complexity.

Based on the strengths and weaknesses of leaflet above, we can conclude that leaflet has a lot of benefit as the media information. It is also appropriate to promote a product or a place for many people. The purpose is to attract people to buy that product or visit that place.

Because of that purpose, leaflet is designed as interesting as possible. The person producing the leaflet must have in mind what he or she wants it to look like in broadest sense. This can then be used to brief the graphic artist. The following factors need to be considered when designing leaflets:

- Shape, size and fold pattern  
Leaflets of different shapes and sizes are more difficult to display effectively.
- Fonts-size and type  
Choosing the right font style and size is of great importance in influencing how easy how a leaflet is to use.
- Photographs and illustrations  
Photographs and illustrations should convey what the site is like and illustrate its key features.
- Colors  
The colors used in a leaflet should be carefully thought out. We have to ensure there is good contrast between the color of the text and the background
- Layout  
The physical layout of the text, photographs, maps and titles will significantly affect the effectiveness of a leaflet.

- Maps  
this is as a guide for reader to lead them to a place that they want to come.
- Front and back cover  
Choosing the right simple title and colors combination will attract people to pick it up.

### **2.3 Punti kayu**

Punti kayu is a recreation park in Palembang. It exists since 1960. It is located at Jl. Kol.H.Burlian, Kecamatan Sukarami. Before becoming Punti kayu, Punti Kayu had several times changed its name. The first name is Taman Sari and change into Taman Sailendra on 1970. Finally, this place become Punti kayu on 1980 untill now. Punti Kayu has an area of 50 hectares. There are thousands of trees that support the existence of this forest as lungs Metropolis. Punti Kayu has five types of staple crops yani pine, acacia, mahogany, talog, and Angsana. It is just not only the tree, but there are also some species of animals. (<http://www.palembang-tourism.com>).

This place is suitable to be visited. The fresh air, animals, children's game arena, and outbound arena become the attractiveness of Punti Kayu. There are some facilities to be enjoyed by visitors such as swimming pool, mini zoo, and outbound arena.

Punti Kayu has been managed very well. Therefore, this place has accepted Adipura awards as the best Forest Recreation Park (<https://lemabang.wordpress.com>). Punti Kayu has four regions consisting of Protected Forest Areas, Regional Recreation Park, The Lake and Swamp, and The area campsite

Punti kayu open from 09.00am – 04.00pm. This is a ticket price list in Punti Kayu :

1. Rp.5000 for children
2. Rp.10.000 for adult

3. Rp.6000 for motorcycle
4. Rp.12000 for car

## **2.4 Children**

The child is a living being given by God to man through the marriage to continue the next life. In general, people believe that childhood is a long time in the life span. For a child's life, childhood is often considered to be no end.

There are some definitions of children based on the law in Indonesia:

- According to Law No. 25 of 1997 on employment  
Article 1 point 20  
“The child is male or female aged less than 15 years”.
- According to law number 39 of 1999 on human rights  
Article 1 point 5  
“Child means every human being below the age of 18 years old and not married yet, including an unborn child if it is in his behalf”.

Based on the definitions of children above, we can conclude that children in Indonesia are male or female who have not been aged more than 18 years old, not working and married yet. On that age, they are still in the learning process such as being student of Playgroup until student of senior high school.

In this time, children have got education under age 6 years old such as being student of Playgroup, and being student of kindergarten. They have learnt about how to speak English, read and count. They also have started using English to make conversation between their teacher, and their parents. It means that, on that age they are already able to read the written texts.

There are also some definitions of children from religious aspects, economic aspects, and legal aspects.

- Definition Children from religious aspects. In a viewpoint that was built by a particular religion in this respect is the Islamic religion, the child is a weak and noble creature, whose existence is the authority of the will of Allah through the creation process. Therefore, the child has a glorious life in the view of the Islamic religion, then the child must be treated humanely like her provide for both inner and outer, so that later the child grows into a boy noble as can be responsible in socializing themselves to achieve their needs in the future , In terms of Islam, Allah SWT child is entrusted to both parents, the community of nations and countries that will be prosperity in the world as rahmatan lila'lamin and as heir to the teachings of Islam this sense means that every child who is born to be recognized, it is believed, and secured as implementation deeds received by will of the parents, community, state and nation.
- Definition Children From the aspect of economy. In terms of economists, children are grouped in classes are non productive. If the persuasive ability to targets children, it is because the child has a financial transformation as a result of interaction within the family based human values. Facts that arise in the community children are often processed to carry out economic activities or productivity that can generate economic values. Group of children in the economic sense leads to the conception of the welfare of the child as defined by the Act No. 4 of 1979 on the welfare of children, the child is entitled to protection, both during in uterus, in a community environment that can hinder or harm its development, so that the child is no longer a victim of the economic inability of the family and society.

- Definition Of children from Sociological Aspect. In the sociological aspects of the child is defined as creatures of God are constantly interacting within the community of nations and the Country is in this case the child is positioned as a social group that has status social lower than the environment where people interact. Meaning the child in the social aspect is more directed at the child's own natural protection. This is due to the limitations that are owned by the child as a form of expression, as an adult, for example, the limited progress of the child because the child was in the process of growth, learning and socialization process due to the age of minors.
- Definition of Children from Legal Aspects. In our law there is pluralism of the understanding of the child. This is as a result of each of legislation governing child individually about the regulation itself. Definition of the child in the legal position covering the child's sense of sight, or so-called legal system in the sense of a special position as an object of law (<https://andibooks1.wordpress.com>)