

## CHAPTER II

### LITERATURE REVIEW

#### 2.1. Tourism

Marpaung (2002:13) states that tourism is temporary short-term movement of people which has purpose for out of the routine works and residence. In addition, according to Pedit (1927:118) tourism is travel away for a while which is held from one place to another place with the aim not for business or seeking a living in the place visited, but just for enjoying the activities of sightseeing and recreation. While, Lickorish and Jenkins (2007:69) define tourism is an important sector of economy, it may provide three main opportunities to contribute to government revenue. First, by direct taxes on personal and company incomes; secondly, by duties on imports; and thirdly, by government charging for the services it provides.

Based on those experts, it can be concluded that tourism as a journey of people to destinations outside the places where they normally live and work to get relaxation and pleasure except for a business. Tourism as an industry can also generate employment and raise government revenue.

Budianta (1993:28) classifies four types of tourism. First, nature tourism is visiting the tourist destination which has natural attractions of an area, such as the river tourism, sea tourism, cave tourism, mountain tourism, and miracle tourism. Second, art tourism is a term that is used when people travel in order to visit, explore and engage in activities related to art. It includes wayang kulit, folk dance, act stage, and music production. Third, religious tourism is visiting the tourist destination such as pilgrimages, retreats, tilawatil, the cremation ceremony, etc which many attributed to religion, history and customs with the purpose to get blessed, strength or wealth. Fourth, cultural tourism is visiting the places that have the uniqueness or the peculiarities of culture, such as archeological relics, matra history, traditional ceremony, and culinary tourism.

## 2.2. Culinary Tourism

Suryadana (2009:20) defines culinary tourism is a facility that provides variety of service and culinary activities integrated to fulfill the needs of tourists for recreation, relaxation, education, and health. According to Long (2003:1), culinary activities are more than trying new and exotic foods. Tourists will get experiences of foods authentic to a particular culture, of foods familiar and safe to a traveler. Additionally, Karim (2006:26) states culinary tourism could also provide travelers with unique experience where they could experience the culture of a particular destination and associate it with the past history. In summary, culinary tourism is an attraction that becomes the tourists' destination for travelling to a destination that provides food and beverage service, experience of tasting food, authentic cultural experience, and other recreation to attract people to come.

Suryadana (2009:21) states there are some culinary tourism attraction to attract tourists to visit, as follows:

- a. Various of culinary activities
- b. Typical food
- c. Convenient and clean place
- d. Unique and interesting interior (venue)
- e. Good service
- f. Competitive market
- g. Affordable price
- h. Friendly atmosphere
- i. Attractive environment
- j. International, national, and traditional products
- k. Cultural and culinary interaction

Prasetyo (2009:11) also states that culinary as one of tourism destination which needs to be maintained and preserved because culinary is part of culture. For example, the usage of food in special occasions and festivals might represent a cultural and spiritual identity of a particular culture. That is why culinary tourism is often related to cultural tourism. Food is a vivid entryway into another

culture. It could be a combination of more than one culture (acculturation). In addition, Nurdiansyah (2014:139) states that food is not only consumption but the tradition. It has a process and the role of various ceremonies or rituals with various ancient recipes that continually passed from generation to generation.

### **2.3. Booklet**

#### **2.3.1. Definition of a booklet**

Rustan (2009:115) defines a booklet as a publication medium that consists of several sheets and pages but not as thick as a book. A booklet just needs to staples or it may not be binding because it just consists of several sheets. While Utami (2012:1) states that a booklet is a small book which has some information about products, events, brands, and so on. A booklet has more capacity in space for some information than other promotion media such as poster, flyer, brochure, etc.

Yudita (2013:5) states that a booklet is mass communication medium which is more communicative and clear to deliver a message such as promotion, advice, prohibition to the mass, etc. The purpose is to make a society as a target that will understand and obey the message contained in the medium. Meanwhile, Rustan (2009:114) says that a booklet as publication medium that can accommodate and share some information because it has many pages. It is suitable to promote company information, event information, internal media companies, newsletter, etc.

In short, it is known that a booklet is a small book as publication medium that consists of several sheets which has some information to deliver a message to the mass.

#### **2.3.2. Advantages and disadvantages of booklets**

According to Gustaning (2014:24), as printed medium, a booklet has advantages. This medium can be used easily as a medium or tool for self-learning, low cost and more durable than audio and visual media. A booklet is usually aimed to increase the knowledge because a booklet gives specific information. Besides, Perangin-angin (2013:26) claims that there are many more advantages of

a booklet. First, it can be learned by everyone. Second, a booklet design also has attractiveness to increase the passion to learn. Last, a booklet does not need electricity so it is easy to carry everywhere.

However, this medium has also disadvantages. Perangin-angin (2013:26) states that a booklet does not have any sound effects and motion effects, and it is easily folded or torn if it is not stored properly. Meanwhile, according to Gustaning (2014:24) there are some disadvantages. 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 make pictures or text is faded or damaged. The last, a booklet will decrease the reader's interest if it is too thick.

### **2.3.3. Booklet design**

According to Gustaning (2014:22), a booklet is one of graphic design types, and this medium is a combination between leaflet and book with small format like leaflet. Sitepu (2004:8) states graphic design as visual communication design is the job of communicating where the message is delivered in visual forms that using text and image for giving information. In addition, Sriwitari and Widyana (2014:10) state that products of graphic design or visual communication design can be encountered everywhere in our daily life, such as advertising (printed or electronic media), internet, posters, booklet, magazines, signboard, brochures, business cards, packaging, billboards, animation, and so on.

In producing a booklet, the cover needs to be made as attractive as possible so it can get attention of the reader at a glance, and then when the sheets are opened and table of content is read, it will raise the passion of readers to read it. Therefore, Sitepu (2004:16) classifies there are five elements of design which have graphic design attractive and artistic.

#### **a. Line**

It is used to separate the positions between the other graphic elements within the page. On graphic design, line is divided into four parts. It is vertical, horizontal, diagonal, and curve.

b. Shape

Shape is a field that occurs because it is limited by a contour (line) and or it is limited by the different color or by the dark light on shaded or texture. Shape has a change of form, such as stylization, distortion, and transformation.

c. Space

Space is used as an element of relief for the reader and the empty space provides confirmation of separation between columns of text. In addition, it gives the impression of a spacious and neat design. It is called white space. White space means there are no texts or images. It is completely empty and it does not mean that the place was wasted and useless.

d. Texture

Texture is the visual elements that show a sense of surface material, which is intentionally created and presented in order to attract.

e. Color

Color is determined how light falling on the object and reflected back to our eyes. Light has a color spectrum and it helps human to know the color. In applying color in a design, it can refer to the color wheel below.

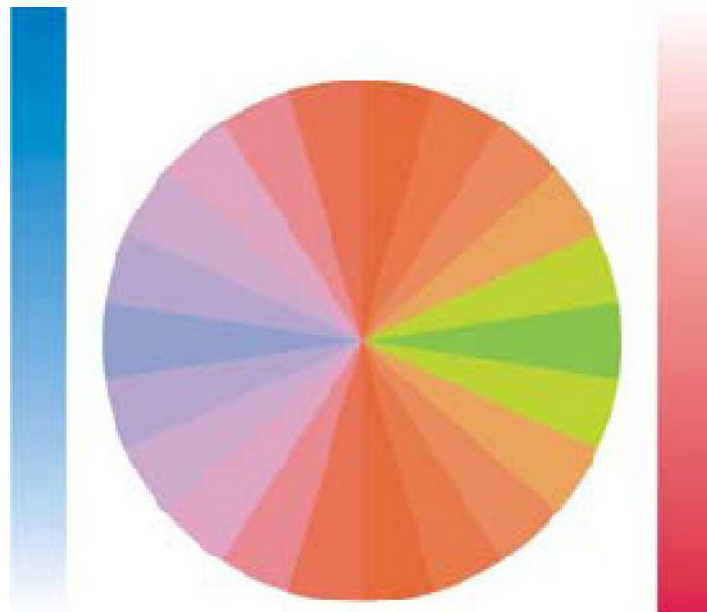


Chart 2.1 Color Wheel

In producing harmonious color combinations, it can use colors which are close to each other like red and yellow. While, complementary colors produced on the opposite colors, such as red and blue. For examples, Morioka (2008: 158) states that The Bols Total Cocktail's booklet uses palette of vivid colors like black, green, yellow, red purple, bright pink and blue to signpost the book's extensive index of cocktail recipes. Full-colored solid backgrounds are used throughout to bookmark popular cocktails by representing the drinks' ingredients.

Furthermore, according to Arsyad (2008:85) there are six elements that must be considered when designing printed media. These elements can include consistency, format, organization, attraction, attractiveness, font size, and white space.

a. Consistency

Format and space should be consistent to make a booklet looks neater and better. Lowercase and uppercase should not be combined in each word. Space between title, first line, and margin should be consistent. If it is not consistent, some people consider that they are untidy and bad.

b. Format

Format usually uses single-column view because it is long paragraphs and for short paragraph, it can use twin-column. Each different material are separated and labeled in order to make it easier to read and understand.

c. Organization

A booklet is arranged systematically and separated by using shape such as rectangle, oval, rounded or rectangle.

d. Attractiveness

Some images or pictures can be added into the booklet and give a different touch every page, thus the reader interested and motivated to read it.

e. Font size

The font used in a booklet is usually on point per inch. For example, 24 point size per inch and good font size for text is 12 point. Avoid for using

capital letter on the entire text because it makes reading process becomes difficult. Capital letters are used only as needed.

f. White space

White space is the empty space which is not filled image or text with aim to give pauses to the reader. White space can be shaped around title, margin, the beginning of the paragraph, and between spaces or paragraphs.

In a booklet design, there are also several criteria that must be fulfilled such as size, page, font size, color, lay out, etc to attract the reader. Simamora (2009 cited in Gustaning, 2014:22) defines a booklet is small-sized books and thin, no more than 30 sided sheets that contain about writing and drawing. While, Rustan (2009:115) said that a booklet has many various sizes, and some of them are A5, A4, and A3.

#### **2.3.4. Booklet binding methods**

Johnson (1990:120) states that the process of bookmaking is introduced when several sheets of paper are folded, inserted one inside the others, and stapled or sew in the center. If desired, the booklet can be strengthened with a piece of book cloth pasted over the back either before or after the sewing. Meanwhile, Cendra (2011) claims that the first thing should be determined in choosing types of bookbinding for books, catalogs, booklets, company profiles, or presentation materials is types of cover book (hardcover or paperback). The binding techniques vary depending on the amount of paper and client's wishes. There are four binding techniques more commonly used by many people as follows:

a. Plastic Comb Binding

This type is cheaper than other types of bookbinding. This type allows for books, booklets, catalogs or company profile to easy to duplicated by photocopy, lightweight and content can be added later or removed when it is no relevant anymore. The main disadvantages of plastic comb bindings are usually done manually by hand made and when done in large numbers would be very inefficient and ineffective so it will take high costs for the production process.

b. Ring Spiral Binding

Ring spiral binding or spiral coil binding is more expensive than plastic comb binding in production costs. This type has two kinds of materials. There are plastic and wire. Books, booklets, catalogs, or company profile bound can be opened even bent backward thus easy to read or duplicated.

c. Saddle stitch binding

This type has two kinds of bound. There are middle and edge binding. In this type of binding, the content of books, booklets, catalog, or company profile stacked along with the cover and then stapled together. This type is suitable for books, booklets, catalogs or company profile which has the same thickness or type of cover paper with its contents.

d. Perfect binding

Perfect binding is the binding technique used for bookbinding by publisher especially paperback. This technique is done by pasting the left side of the page with glue. After it dries, the cover glued together with the content of book. This is the ideal choice for mass-produced books because of low cost and easy to work by machine. However, this type of binding is not recommended for book which is often read because it tends to be easily damaged.