# CHAPTER II

# LITERATURE REVIEW

## 2.1 Definition of Design

Ambrose, G & Harris, P (2010, p.11) stated that "Design is a process that turns a brief or requirement into finished product or design. The design process can be said to comprise seven stages: define, research, ideate, prototype, select, implement and learn". The design process helps ensure that a design satisfies all such considerations. The process seeks to generate a number of possible solutions and utilizes various techniques or mechanisms that encourage participants to think outside the box in the pursuit of creative or innovative solutions".

Define is the first stage in any design process and almost always involves generating or receiving a design brief. A brief contains a specific goal that is to be met by the design but it may also be couched in terms that have varying interpretations. A brief may be verbal or written, simple or complex. A brief needs to include anything that will allow the design team to initiate the design process. Once the brief has been defined and agreed, a designer starts to search for information that can be fed into the creative process at the ideate stage. This research can be either quantitative, with hard statistical numbers about the size and composition or qualitative, with information.

During the ideate stage, the design team draws on the research gathered and the constraints established during the define stage. This information is used to create ideas with which to tackle the design brief. Designers use different methods to ideate. Ideation methods include brainstorming, sketching ideas, adapting a tried and tested design that already exists, taking a top down analytical approach that focuses on the product. As the ideate stage progresses, it will become clear whether there are any misunderstandings or shortcomings in the definition stage and whether sufficient levels of research were carried out.

Particular aspects to be tested and will provide a better basis for comparison at the selection stage. In such cases a prototype can be created. A prototype can be used to test the technical feasibility of a design idea to see if it works as a physical object. As a prototype aims to test particular aspects of a design solution, it must be made so that those aspects are present and can be effectively evaluated. The select stage is the point at which one of the proposed design solutions is chosen for development. Other factors, such as cost and time, are relevant in the selection process, but these may change as the process develops.

During the implement stage, the designer passes the design artwork and format specifications to those who will be supplying the final product. This might be a printer, web builder or fabricator. This stage ends with the final of the finished job. The Learn stage in the process involves learning from what has happened throughout the design process. This is a feedback stage which might seek to identify what worked well, look for or receive feedback on how the product has been received by the target audience and how beneficial its effects on the target audience have been, and where there is room for improvement. This design process looks similar with Research and Development steps.

Frascara, J (2004, p.18) wrote that design is generally understood as the physical product derived from the activity. It involves the implementation of knowledge, the generation of new knowledge, and the use of educated intuition and decision making. In this case, the word "design" will be used to refer to the process of conceiving, planning, projecting, coordinating, selecting, and organizing a series of elements. Designers tend to center the word on action, and see the product as a final step.

Based on those statements, the writer concludes that design is the way people express the objects created by that process for any purpose into finished product or design such as brochure, pamphlets, a booklet, etc.

## 2.2 Elements of Design

Technological Education (2010) states that there are six elements of design. They are as follow:

- Line

  Line is the visual path left by a moving point. Differences in the type, orientation, or quality of lines can be used to suggest a variety of ideas, states, and moods (e.g., vertical, horizontal, diagonal, straight, curved, thick, thin, faint, bold). Sometimes lines are implied or suggested by the way elements have been combined.

- Shape and Form

  Shape and form is the physical shape and dimensions of an object within the artwork. Shape 2D is the external form or outline of an image produced by the use of line, value, colour, and texture. Form 3D is the compositional style, design, and arrangement of the visual elements within a product or work of art.

- Space

  Space is the area around, within or between images or elements. The appearance of space can be created in various ways. Positive space is represented by a highlight or an object and negative space is open or shaded.

- Colour

  Four characteristics of colour are hue (name), value (lightness or darkness), intensity (amount of pigment), and temperature (warm and cool).

- Texture

  Texture is the feel, appearance, thickness, or stickiness of a surface or substance. Graphic artists can trick the eye into seeing three-dimensional materials on a two-dimensional surface (illusory texture).

- Value

  Value can be used to create contrast. The lightness or darkness of a colour or the gradual changes from light to dark even if colour is absent.

It is concluded that Designer must consider six elements of design to design or create a design. The elements are : line is used to suggest idea, shape and form such as 2D and 3D, space is area created around, within or between images, colour, texture or thickness and value to create contrast.

## 2.3 Promotion

Morissan, M (2010, p.13) states that promotion is a part of communication in marketing which provides the information and knowledge with informative way and persuasive for tourist. Moreover, Marpaung, H (2002, p.103) states that promotion is an effort conducted to accommodate the tourism product with the tourist demand so that the product become more interesting.

Kotler, P (2002, p.41) wrote that "Promotion is a variety of activities undertaken by a company that offers the superiority of privileges from their product in order to persuade the target consumers to buy". The promotion activities is through types of printed media. There are many types of printed media of promotion such as brochure, pamphlets, a booklet, etc.

In conclusion, Promotion is the process of bringing a product to attract visitors. The Product is Booklet *Museum Negeri Sumatera Selatan*.

**2.4 Booklet**

Sunaryo, H (2009) states that booklet is communication aid that aimed to deliver the promotional message, suggestion, prohibitions to public. In addition, Mbereng, A (2010) says that booklet consists of several pages and has cover, title page, and bound by using staples or bound with ring. In line, Mires, S (2009) defines that " Booklets must have a bound edge. Sheets that are fastened with at least two staples in the manufacturing fold (saddle stitched), perfect bound, pressed glued, or joined together by another binding method that produces an end where pages are attached together are considered booklets. Booklets are open on three sides before sealing, similar in design to a book. In general, booklets must be uniformly thick".

Suleman, A (1998, p.192) states that criterias of booklet are use short sentences, simple, brief, concise, and use capitalize and bold font. Besides that, does not use font size below 10, makes product becomes interesting, and use efficient word.

It is concluded that Booklet is communication aid consists of several pages, has cover, title page, and bound by using staples or bound with ring, uses short sentences, simple, brief, concise, uses capitalize and bold font. Besides that, does not use font size below 10.

**2.5 Museum**

Constitution of The Republic of Indonesia (*Peraturan Pemerintah Republik Indonesia Nomor* 66 (2015, p.2), *Pasal* 1 says that a museum is institution that has functions to protect, utilize collections and do communication to society. Museum's collections have important value for history, knowledge, education, religion, culture, technological, and tourism. That is the reason why museums do the protection. Museum has function to utilize collections because museum's collections have benefit for education, social interests, knowledge, technological, culture and tourism. Museum does communication to society

because museum has special mission that is communicating with the public. It means museum tries to make the collections available to public both domestic and foreign visitors. The aim is to strengthen the relationship with the public and to serve visitors better.

Moreover The International Council of Museums (2007, p.2) states that a museum is "an organization in service of society and open to the public which conserves, researches, communicates and exhibits, for purposes of study, education and enjoyment, material evidence of people and their environment". As an organization in service of society the museum depends on society's support, both public support and even political. Museum is certainly organization with multiple purposes, functions, and role to perform.

Most museums are even important centers of information and knowledge. But for the public, museums have been defined cultural institutions, for education and enjoyment. Museum's collections consist of selected material evidence of human activity or the natural environment, accompanied by associated information. This is something that can be referred to as cultural heritage, which can also be seen as one of the museum's resources. One of museums In Indonesia, especially in Palembang is *Museum Negeri Sumatera Selatan*.

According to Regulation region of South Sumatera number 27 in 2010, *Museum Negeri Sumatera Selatan* has responsible to manage Textiles museum, and Balaputra Dewa museum. Management of Textiles museum is under coordination of *Museum Negeri Sumatera Selatan* based on Regulation region number 5 in 2015, and the name of the museum becomes *Museum Negeri Sumatera Selatan*.