

## **CHAPTER II: LITERATURE REVIEW**

### **2.1 Culture**

Culture can be defined as “the set of attitudes, values, beliefs and behaviors shared by a group of people, communicated from one generation to the next.”(Menzer and Rubin, 2010). Meanwhile, according to Tylor (1884), culture is a complex whole which including knowledge, beliefs, arts, moral, law, customs, and any other capabilities and habits acquired by a human as a member of society. From those definitions, it can be concluded that culture is the daily activities including habit, moral, arts, and behaviour done by the members of a society. In some regions certainly have their own culture. One of those regions is Palembang City. Palembang has the uniqueness culture including habits and arts.

Murillo and Bernacer (2014) state that a habit is an heritage from a particular theoretical origin. Thus, habits have been characterized as rigid, automatic, unconscious, and opposed to goal directed action. Meanwhile, according to Lafferty and Filicko (2002), arts are creative work generally or its principles the making or doing of things that have form and beauty, including painting, sculpture, ceramics, and architecture. One of the examples of art is building, which has the value of the art from the architecture. The art from architecture looks from shape and the way the traditional architecture built the building. From that definition so, arts is creative handmade which has its own concept to make the things beautiful.

Habit and art are the characteristics of cultural tourism. Cultural tourism is a journey to another place or abroad done intentionally to know and learn about the state of people, habits and customs, way of life, culture and art societies in intended location (Pendit, 1999).

#### **2.1.1 Culture of Palembang People**

Nuraini (2014) stated that the culture of Palembang people including language, reliance, and jobs. In daily life of the aboriginal inhabitants of

Palembang has own language to communicate. They communicated with other people using Palembang alus or Palembang sari-sari as their daily language. This language like Melayu language, the different is only from use of dialect “o”. In addition, for the reliance the majority of Palembang people is Muslim. It is because they are offspring of Melayu people which is also the majority of Muslim. Moreover for job most of Palembang people as the seller.

Most of the aboriginal inhabitants of Palembang live in the banks of river. In addition according to Ulfa (2017), most of Palembang people more like to build their house on the river. It is like their culture to live in the banks of the river, because on the era sultanate the river is one of strategic places.

### **2.1.2 Culture of People in the Banks of River**

Owam (2017) claims that the river plays a role to be a vehicle for cross transport between the interior area with the area of the riversides. Through the river there are many interaction between people including the ethnic, religious, cultural and economic. The interaction can form a culture.

From the river, the interaction can produce river culture or the culture of the people that is affected by the environment of the river. The definition of culture river including how to live, behave and adaptation of the people who live in the banks of the river, it has become a tradition carried out for generations (Hartatik,2004).

### **2.1.3 Culture of Palembang People in the Banks of Musi River**

Musi river is the trade transaction place and the source of livelihood of Palembang people who live in the banks of Musi River. According to Amin (2017) now, many of people can see about people’s life in the banks of Musi River which is called as live museum in Palembang city. Most of Palembang people still live in the house which is built on the River.

In the banks of Musi River, there are some culture which are still undertaken by Palembang people who live in the banks of Musi River. The culture is about they still using Musi River as their daily source of life to live. This culture started when sultanate era. Those cultures are about all their daily

activities including washing, bathing, fishing, cooking and catching the fish in the banks of Musi River. Related to tourism, cultural tourism is good to be promoted to many people by the promotion media. The promotion media can be done by advertisement, brochures, leaflets and booklets.

## **2.2 Booklets**

A booklet is a small sized book, which is not more than 30 two-sided sheets and contains writing and pictures (Simamora, 2009). Meanwhile, Yoeti (1996) states that a booklet almost likes a guide book and the content is more complete than the other forms sales support. From those definitions so, it can be concluded that booklet is a book which contains many pictures attached with the explanation as a guideline.

### **2.2.1 Criteria of Booklet**

According to Suleman (1998), booklet is one of the media that is used to deliver the information of some destinations in the form of writing and drawing. Messages written on the media are guided by several criteria as follow:

1. The form uses the text and images.
2. The word is economic.
3. The sentence is short, simple and brief.
4. The form of letter uses capital letters and bold.
5. The letter does not use more than 10 pt.

Meanwhile Howard (2014) states that there are some criteria of a booklet. They are :

1. A booklet is a small book.
2. The shape and size is generally smaller than a book.
3. A typical book style is a stack of two or more sheets of letter size paper.
4. The number of pages is always divisible by 4, such as 4 pages, 8 pages, 12 pages, and etc.

### **2.2.2 Advantages and Disadvantages of Booklets**

According to Hadi (2009), a booklet has some advantages as follows :

1. The cost is cheaper than audio and visual media, because a booklet uses print media.
2. The process of delivery can be done anytime.
3. The process of delivery can be adjusted to existing conditions.
4. The information is more detail and clear.

Meanwhile, Ewles (1994) there are some advantages of booklet, they are :

1. Users can learn a booklet independently.
2. Users can see the contents during leisure.
3. The information can be shared with family and friends.
4. A booklet is made, reproduced, corrected and adjusted easily.
5. A booklet can be made simply with relatively low cost.

From the advantages above, it can be concluded that a booklet is cheaper and easier to make than others such as visual media and audio. The information which can be gotten by the booklet is more detailed about the objects.

However, according to Anderson (1994), a booklet also has some disadvantages as following below :

1. It takes a long time to print because it depends on the messages that will be delivered and the tools that are used for printing.
2. Too long and much information or message provide will reduce the intention to read the media (booklet).
3. It needs a good care so that it will not be damaged and lost.

### **2.3 Booklet Design**

According to Utami (2012), “To attract audience’s attention, a booklet should be made with a fixed concept and right placement of the design element. The placement of picture elements or illustrations with various techniques, the placement of text elements and the incorporation of other design elements is a good and an interesting layout.”. Therefore, Sitepu (2004) claims that there are some elements of graphic design including line, shape, space, texture and color.

**a. Line**

Line in graphic design is divided into four; they are horizontal, vertical, diagonal and curve. The function of line in the graphic design is to separate the positions between one element to another in a page.

**b. Shape**

Shape in graphic design is divided into three; they are geometric, natural and abstract. Three of them have their own function include geometric shape has a consistent structure. Meanwhile, natural shape has not structure and it is usually taken from the nature surround us. In addition, abstract shape has main role play an important role of modern design.

**c. Space**

Kusmiati (1999 in Sitepu,2004) states that “space occurred because the perception about the depth so that far-near and high-low are looked through the sense of sight. With the existence of space, it is hoped that the readers will not feel tired reading long text.”

**d. Texture**

In graphic design, texture is a powerful technique for creating compelling and lifelike design projects, and mastering it will vastly improve the design.

**e. Color**

Russel and Verril (1986 in Sitepu,20014), claims that “color is a tool to attract the attention of audience. In applying color in a design, users can refer to the color wheel. To produce harmonious color, use colors that are close to one another and each colors have their own meaning.”

## **2.4 How to Design a Booklet**

According to Weedmark (2015 : p.1), design booklet can be done using Microsoft Publisher program. The following steps of making booklet through Microsoft Publisher program.

### **1. Selecting a Booklet Page Design**

- a. Open a blank publication. Click the page design tab and then click the size icon. Select more preset page sizes at the bottom of the drop-down menu.
- b. Click the booklets folder. Other folders contain other page sizes.
- c. Select any booklet that suit to the project. For a booklet made from letter-sized paper that is folded in landscape mode, select the first 1/2 letter booklet option, which has page sizes of 5.5 by 8.5 inches. This booklet generates four pages per sheet of paper. The first and fourth page are printed on one side of the sheet, with the second and third pages on the other side so when folded the sheet in half, the four pages can be read in order.

### **2. Adding Text to the Booklet**

- a. Click the insert tab and then click the draw text box icon. Drag the cursor over the first page to make the title appear. If align the text box perfectly over the margins, that will be find the text box borders overlap the margins after release the mouse button. This behavior is normal and it ensures that the text inside the text box will be aligned with the page margins.
- b. Type or paste the title in the text box. Highlight the text by dragging the cursor over every letter to format it. Click the home tab and select a font, font size and alignment for the title.
- c. Draw text boxes on each of the other pages. Begin typing the content for the booklet in the first text box after the title or paste it from another document. When there is too much text for the box, an overflow indicator appears on the border. Click the overflow indicator and then click the next text box so the words can flow from one text box into the next. When the

second text box is full, click the overflow indicator again to link it to the third, then link the third text box to the fourth until the four-page booklet is filled.

- d. Highlight all of the texts by clicking the first text box containing the booklet's content and pressing CTRL+A. Click the home tab and format the text as desired. To use headings in the booklet, highlight the heading and then select a style from the style icon in the home ribbon.

### **3. Adding Images to the Booklet**

- a. Add images from your computer by clicking the insert menu and then clicking pictures. To find images using bing image search, click online pictures.
- b. Drag any corner of the image to resize it without distorting its aspect ratio. To move an image, just drag it until it appear.
- c. Right-click the image and click the text wrap icon to adjust the way text wraps around the picture. By default, text wrap is enabled, but that make the image appear beneath the text, over the text, or have it in-line with the text.

### **4. Printing the Booklet**

Click the file tab when the booklet is ready to print. Select letter-sized paper in the settings section and then examine each page in the preview window. Click the arrow beneath the preview to examine other pages.

Empire Creative Marketing (2015) claims since booklets combine more than once sheet of paper, these sheets need bound together. The binding techniques vary depending on the amount of paper and how professional the client needs the booklet to look.

There are some booklet binding methods, they are:

- a. Saddle-stitch (stapling) is the most popular booklet binding method. It's cheap, looks nice and fast printing. Printers will use stapling for brochures whenever possible, even up to 40+ pages, depending on paper thickness. Booklets with a high page count are bound using other more sophisticated binding techniques, usually "wire-o" binding or "perfect" binding.
- b. "Wire-O" or spiral bound is popular for inter-company presentations as it is practical, but not very formal.
- c. "Perfect" bound is the binding technique used for most books, and is also known as adding a "spine". This is the ideal choice for brochures and catalogs with a high page count that need to be formal, professional and long lasting.
- d. Flyers are communication pieces designed for mass distribution at low cost, and are often referred to as pamphlets, leaflets or circulars. Flyers are usually a plain single sheet of paper without any fold and smaller in size than a regular size paper. While often printed in full color, some are printed in only one or two colors and they can be single or double-sided to keep the costs within an appropriate budget. Flyers are ideal for promotions or campaigns where the target audience and distribution area is vast.