

CHAPTER II

LITERATURE REVIEW

This chapter consists of the theories of booklet, strengths and weaknesses of booklet, elements of designing the booklet, heritage tourism and heritage of Palembang Kingdom and Palembang Darussalam Sultanate.

2.1 Booklets

The word 'booklet' comes from the combination of words leaflet and book. The booklet is like a book but the size is small just like leaflet. Booklets are graphic media such as picture or photo (Gustianing, 2014). In addition, Maulana (2009, p. 174) states that booklet is a media that is used to share the messages in a book, whether in sentences or pictures. Furthermore, Simamora (2009, p.71) adds booklet is a small book with the size same like leaflet that is not more than thirty pages that consist of picture and information.

The writer concludes that booklets are kinds of graphic media that is used to share messages in a book, the pages are not more than thirty that consists of picture and information.

2.1.1 Strengths and Weaknesses of Booklets

According to Kemm and Close (1995), there are two advantages of booklets compared to other media: They are designed the same as books and they have information more than posters. Additionally, Ewles (2011, in Roza, 2013) claims that booklets have some advantages as follow:

- a. They can be used as medium for self-learning.
- b. They can be studied easily.
- c. They can be used as information for families and friends.
- d. They are easy to be made, copied, revised and adjusted.
- e. They decrease the need of notes.
- f. They can be made simply and low cost.
- g. They are durable.

- h. They have more information.
- i. They can be shared to particular segments.

On the other hand, Anderson (1994, p.169) states the limitations of booklets as printed media:

- a. Booklets take a long time to be printed based on the information and the equipments that are used.
- b. Booklets are hard to show the animations in a page, so booklets can discourage the interest of the readers.
- c. Booklets consist of long information, so it makes the intention of the readers to read booklets are decreasing.
- d. Booklets need more treatment so that the booklets are not broken and lost.

2.1.2 Elements of Booklet Design

According to Arsyad (1996, p. 85), "*Terdapat enam elemen dalam mendesain booklet, yaitu konsistensi, format, organisasi, ketertarikan, ukuran tulisan, dan spasi*". Those elements are useful in order to design a good booklet.

- a. Consistency

Use the format and space consistently. If the space is not consistent, the words are unclear to read.

- b. Format

Use one column for long paragraph. Do not forget to separate the different main idea to make it understandable for the readers.

- c. Organization

Organize the booklet as good as possible to make the readers understand the booklet.

- d. Attractiveness

Add the pictures based on the information. The picture we add can be one way to attract the readers.

- e. Font Size

Use the font size based on the condition and the need. The size of the booklet is 11 normally. Try to hinder the use of capital letters over and over because the use of capital letter is only for important words.

f. Space

Add the space in some parts of booklets, such as title, margin, column space, opening of paragraph, line space and paragraph space. These have benefits to improve the readers' readability.

Muslich (2010, p.24-25), "*Desain buklet harus memperhatikan empat aspek, yaitu aspek informasi dalam buklet, metode penyampaian, aspek bahasa, dan aspek desain*". Those four aspects should be considered in making the booklet to make a good medium to share the information.

a. The content aspect in booklets.

The information of the booklets must be related to the purpose why the booklets are made. The writer hopes the information in the booklet can improve the knowledge and the way of thinking of the readers.

b. Delivery Methods.

Good booklets must have the information completely. So, the writer must write the information clearly. Clear information the writer writes can make the booklets are understandable for the readers. Besides, giving the interesting illustration can improve the creativity of the readers.

c. Language aspect.

The language and illustration must be used based on the target, such as the readers that will read the booklets. We can see the language aspect when the writer put the words as good as possible, how the writer makes both sentences and paragraphs correctly.

d. Graphic aspect.

Graphic can be seen in many aspects, such as the size of the booklet, the paper, font size, font color and illustration. All the components will improve the needs of the people to read the booklet.

2.2 Heritage Tourism

Heritage means a history, tradition or customs that belongs to the people from each country. Gundu (2009, p.11) states the heritage is a comprehensive concept that consists of many diverse values like cultural, natural, historical, architectural, archaeological, and geological values. Hall and Arther (1996, p.5) give the opinion that heritage is a culture that can be tangible (such as monuments, architecture buildings, worship places and handicrafts) and intangible (folklore, norm or attitude). Furthermore, Kicky (2012, p.5) defines heritage is past culture history that should be known by the people from one generation to other generations, because it has meaningful things that should be kept and preserved by the people in each country.

The writer concludes that heritage is heritage is a comprehensive concept that consists of many diverse values. The heritage is tangible or intangible and it has meaningful things that should be kept and preserved by people.

2.3 Heritage of Palembang Kingdom and Palembang Darussalam Sultanate

According to Tourism Department of Palembang (2017), the heritage of Palembang Kingdom and Palembang Darussalam Sultanate are:

- a. Kawah Tengkurep
- b. Cinde Welang
- c. Graveyard of Sultan Agung
- d. Graveyard of Sultan Muhammad Mansyur
- e. Agung Mosque
- f. Benteng Kuto Besak
- g. Museum of Sultan Mahmud Badaruddin II
- h. Graveyard of Ki Gede Ing suro
- i. Graveyard of Sabokingking

In addition, Mr. Amin as a Palembang cultural expert classifies the heritage into two parts: The heritage of Palembang Kingdom and the heritage of Palembang Darussalam Sultanate. The heritage of Palembang Kingdom: Graveyard of Ki Gede Ing Suro, Graveyard of Sabokingking, and the heritage of Palembang Darussalam Sultanate: Kawah Tengkerep, Cinde Welang, Graveyard of Sultan Agung, Graveyard of Sultan Muhammad Mansyur, Agung Mosque, Benteng Kuto Besak and Museum of Sultan Mahmud Badaruddin II.