

CHAPTER TWO: LITERATURE OVERVIEW

This chapter discusses the theories which relate to the focus of this study, namely: brochure, vegetarian, and restaurant.

2.1 Brochure

This section will describe the definition, function, and types of brochure.

2.1.1 Definition

According to some scholars, brochure is defined in the following explanations. Susanto (2016) states that brochure is one of the tools that is used to promote products, service, and others, which is made of paper that contains some information about that product and service. Similar to Susanto (2016), Nikko (2014) states that brochure is the official printed publishing tool owned by the company that contains information about product or service that is offered and has its own target. Meanwhile, Ovsyannykov (2016) states that a brochure is a type of leaflet commonly seen on shelves or racks featuring a variety of information about a company, an event, a campaign, a product or a service. Hence, brochure is one of printed media that contains information about various things such as product, service, event, and others.

2.1.2 Essential Elements of an Effective Brochure

Ovsyannykov (2016) states that a highly effective brochure distinctly and succinctly details what business is about and what can be done for the customers. In contrast, a poorly designed brochure will only chase away potential buyers to the welcoming arms of the competitors. Stokes and Medianovak (2016) states that to connect with readers, every brochure requires following essential elements and they are stated below.

Defined Audience

It is important to know who are the readers, because the brochure uses the most appropriate language for the target audience and give them exactly what they want to know. Before designing the brochure, it is important to understand the target of the brochure.

A Good Headline is the Key

The headline on the front of the brochure should always include the interests and actual problems of the target audience, followed by the solutions offered. If the headline or graphics on the cover of the brochure are boring, only few people will be interested. To get the attention of the target audience, combine a visually attractive design with an attention-grabbing headline.

Photography

Good photography is important to the success of any brochure. The only thing the readers care about is whether or not the brochure meet their needs.

Contact Info

A brochure is longer than a business card, it provides the opportunity to include more than just the phone number and email address. It is better to also put information such as website page, Facebook, or Google+ business page.

Powerful Call to Action

The main goal of a brochure is to move people to the next phase of the sales cycle. In fact, to boost brochure's selling power there should be the offer and a response mechanism on every page.

2.1.3 Function

Nikko (2014) states there are three functions of a brochure:

Inform Function

Brochure is usually used to inform consumer about the company's potency. The information in the brochure is related to the company, the product, and the service offered, or even the changes made in the company.

Advertising Function

Brochure is important as advertisement tool. Brochure is attractive and it is possible for us to use it to promote one or more products and service.

Identification Function

The good design from the brochure gives high possibility for keep the same criteria by using the brochure.

2.2 Types of Brochure

There are some types of brochures based on the purpose and the folding ways.

2.2.1 Types of Brochures Based on Purpose

According to Duncan (2017) there are six types of brochure based on business purpose and they are described below.

Leave-Behinds

This type of brochure is self-explanatory which means it is literally the one which is left behind after meeting a potential customer or client. All the important things have been discussed through the meeting. As the discussion is over, this brochure is left to give more information.

Respond to Inquiries

This kind of brochure is the next step after the earlier promotion is done to the consumer. After the consumer has shown an interest to the product offered, they will need someone to contact. This brochure is the guidance for the consumer to the buying process.

Handouts

When promotion of the product or service to the consumers is done, handouts are given for them. This kind of brochure is not easy. It has to attract people to look inside, so it needs a lot of good factors. This kind of brochure will cost more money on good paper stock, special printing techniques, and an experienced designer.

Point-On-Sale

It is also known as "point-of-purchase". This kind of brochure usually put at the entrance of a building, trade show, or a store. It is placed at a convenient, eye-catching height, and it is designed to make people want to know more and finally purchase the product.

Direct Mail

For cold prospects, a brochure sent with a direct mail pack is a right to do, but this type of brochure has a lot of work to do. The current consumer has no current interest in the product or service that are sold or offered. It has to work hard to convert people with no interest in the product into qualified buyers, and then customers.

Sales Support Tool

This type of brochure is similar zone as leave-behind. The difference is, this type of brochure can be used as a selling aid. They are designed to work hand-in-hand with a salesperson's conversations. The salesperson uses these brochures to guide them through their sales pitch. This kind of brochure has larger pages, larger photos and larger headlines.

2.2.2 Types of Brochures Based on the Folding Ways

According to two scholars, Desamba (2013) and Maddox (2017), brochures are divided into some types based on how they are folded

Desamba (2013) states there are five types of brochures based on how they are folded.

Bi-fold Brochure Letter or A4 size

The most common types of single-sheet brochures are the bi-fold in which a single sheet printed on both sides and folded into halves. A bi-fold brochure results in four panels (two panels on each side).

A4 Size Brochure

Standard A4 sheet made from 80 g/m² paper weight of 5 grams, which allows one to easily calculate weight and postage related to the level used to calculate the number of sheets.

Bi-fold Brochure A3 Size

The definition of bi-fold brochure is usually marked for the simplest brochure which is made of just one page and the brochure involves of four pages. The bi-fold is actually some sort of brochure created out and about by one or two pages that are folded on the center. Each page creates four panels from the very same size if it is folded in two.

Tri-Fold Brochure A3 Size

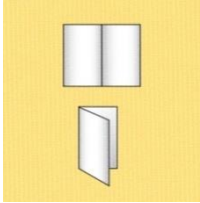
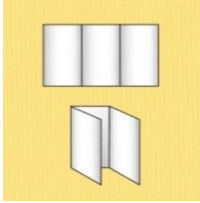
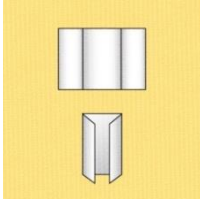
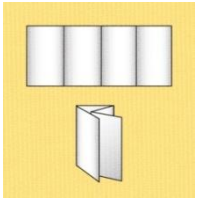
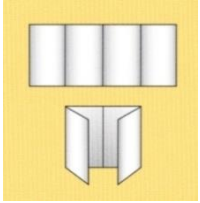
A tri-fold brochure will be formed one sheet, and in most cases the A4 paper measurement can be used which is collapsed a second time (in horizontal and vertical) to form 3 pages, this is why it is named tri-fold format.

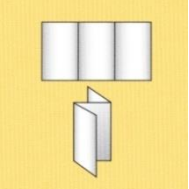
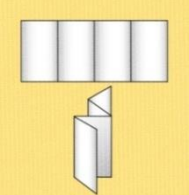
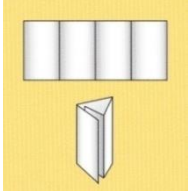
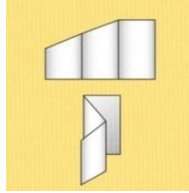
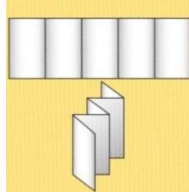
Brochures with Flap and Inserts

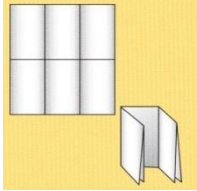
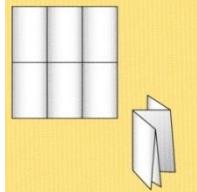
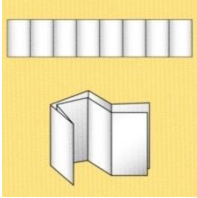
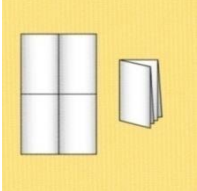
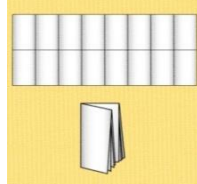
Brochure with flap and inserts or presentation folders have specific uses and characteristics. They are suited to showing completely new product or service, regarding featuring advertising and marketing substance or just serve as protection regarding other marketing materials.

Meanwhile according to Maddox (2015), there are 15 types of brochure based on its folding as presented in Table 2.1.

Table 2. 1 Types of Brochure Based on Its Folding Ways

Types of the Brochure and the Explanation	Picture
<p><i>Half-Fold</i></p> <p>The best use of this brochure is for simple business presentation.</p>	
<p><i>Classic Tri-Fold</i></p> <p>The best use of this brochure is for compact pieces that are easy to read and unfold.</p>	
<p><i>Single-Gate Fold</i></p> <p>The best use of this brochure is for graphically-heavy designs.</p>	
<p><i>Four-Panel Fold</i></p> <p>The best use of this brochure is for promotional leaflets programs.</p>	
<p><i>Double-Gate Fold</i></p> <p>The best use of this brochure is for large presentation.</p>	

Types of the Brochure and the Explanation	Picture
<p><i>Z Fold</i></p> <p>The best use of this brochure is for mailing and quick glance handouts.</p>	
<p><i>Four-Panel Accordion Fold</i></p> <p>The best use of this for text and information-heavy designs.</p>	
<p><i>Four-Panel Roll Fold</i></p> <p>The best use of this brochure is for step-by-step and tutorial information.</p>	
<p><i>Die-Cut Z Fold</i></p> <p>The best use of this brochure is for trade shows and booth handouts.</p>	
<p><i>Five-Panel Accordion Fold</i></p> <p>The best use of this brochure is for travel brochures.</p>	

Types of the Brochure and the Explanation	Picture
<p><i>Tri-Fold + Half-Fold</i></p> <p>The best use of this brochure is for newsletters, maps, charts, and large diagrams.</p>	
<p><i>Tri-Fold + Z Fold</i></p> <p>The best use of this brochure is for news letters and text-heavy inserts.</p>	
<p><i>Eight-Panel Roll Fold</i></p> <p>The best use of this brochure is for promotional booklets.</p>	
<p><i>Half-Fold + Half-Fold</i></p> <p>The best use of this brochure is for invitations.</p>	
<p><i>16 Panel Fold</i></p> <p>The best use of this brochure is for large presentations.</p>	

Having information from Desamba (2013) and Maddox (2017), the information about brochure type based from its folding from Maddox (2017) is more complete on how there are more classification and also example.

2.3 Designing Brochure

There are some steps in designing an effective brochure to inform a valuable information. According to Clark (2013) there are seven steps in designing brochure and they are explained below.

Know Who, What, When, Where, and Why

Begin the steps of designing brochure by asking the clients who is the target, what is the aim, where the brochure will be used, and why the brochure is needed.

Select Size and Format

The information which is shared will give impact to the size and format of the brochure. The folding of the brochure is also important to be considered in this term.

Choose The Best Paper

Choose the best paper based on the format. It is also important to considerate the type of the paper, whether it needs to be glossy, dull, or matte finished.

Write, Edit, and Re-write

It is also important to have someone else to review the brochure that is designed. After finding the lack of the brochure, the next step is editing and re-writing the brochure.

Limit Typography

It is better not to use large number of fonts, sizes, colors, and shapes. It may be best to stick with headlines, sub-heads, and paragraph in the same or complimentary fonts. Do not allow it to be distraction. Direct the prospects attention by limiting readers' confusion.

Use The Best Photograph and Image

A brochure is not a place to use low definition photo of the product. Only use the high definition professional images.

Keep It Simple

Simple is elegant, but busy is distracting. Use simplicity to direct the target audience's attention.

Meanwhile, Miller (2017), also coined out the steps in designing brochure. There are ten steps stated and they are stated below.

Know the Purpose Before Starting

When it comes to designing brochure, start by asking the clients their needs for the brochure. After that ask the clients to define the purpose of designing the brochure.

Limit the Fonts

When it comes to designing a brochure, it is better not to use a lot of fonts. People will only interested to see the headings, subheadings, and body copy fonts.

Take Stock of the Paper Stock

Consider about the paper type before start designing the brochure. The best paper to use is the standard A4, but there are still many other options, for example uncoated paper.

Get the Copy Right

Get the copy right is often undervalued element in brochure design, Copy is one of the brochure elements that need to be considered as part of the overall design concept.

Put Readers First

When it comes to designing brochure, always remember the end purpose of the brochure. The content and the design must prioritize other people or readers not the designer or the writer of the brochure.

Use Simple Statements

The simple ideas are sometimes the best ideas. Offer the solution of the problem or topic using a typographic cover only.

Set Pen to Paper

Brainstorm the ideas of the brochure content with everyone involved first by starting write the ideas down.

Keep What Works

Do not break the rules of designing a proper brochure.

Make a Good First Impression

Brochure designs need to fit in with what the client does as a business. For example charities do not want luxury brochures that will make people think there have been a lot of money spent on them, whereas a new product might need a brochure that looks amazing on an exhibition stand.

Shoot Sharp

To make a product brochure please to read, good photos are needed. Using original pictures are important to attract people to read the brochure.

2.4 Vegetarian

Regarding the focus of this study, designing vegetarian brochure, this section is intended to give a clear explanation of the content of the brochure in forms of the definition and its types.

2.4.1 Definition

The vegetarian word originally comes from word, *vegetus* that means agile, fresh, and enthusiastic. Vegetarian has two meanings, as a noun and an adjective. As a noun, vegetarian means someone that is not allowed to eat meat, but they can eat vegetables and other food comes from plants. As an adjective, vegetarian means not contain meat or habit of being abstinence of meat Prawira (2011, p.9). In short, a vegetarian is a person who does not consume animals and their products for living, except fruit and vegetables.

Wardoyo (2015) states there are three reasons why people become a vegetarian. The first reason is because they want to protect the animal. In some cases, there are lots of farm industries incapable to take care of their cattle. Vegetarian people also do not want to harm the animal by killing and consuming them. This condition make some people protect the animals by not consuming animal products. The second reason is their attempts to fight against the world hunger cases. The problem happens now is that too many food wasted for feeding animals in the farm. This worsen the lack of food in the world. The third reason is for the health reason. Many people assume that being vegetarian is one way to begin living life in a healthy way. By consuming only fruit and vegetables, it can prevent cholesterol, heart attack, and also cancer.

2.4.2 Types of Vegetarian

Some experts in vegetarian: Hackett (2016), Gill (2015), and Leong (2014) classify vegans into some groups. Firstly, Hackett (2016) states there are six types of vegetarian.

Flexitarian/Semi-vegetarian

Flexitarian is a term used to describe people who eat mostly vegetarian diet, but sometimes they still eat meat.

Pescatarian

Pescatarian is a term used to describe people who decide not to eat all meat and animal flesh, except fish. This kind of diet is usually done by people who have health reason or as a pratice to become a fully vegetarian.

Vegetarian / Locto-ovo-Vegetarian

Vegetarian is a term used to descibe people who do not eat any kinds of meats, but they eat egg and dairy produts. Hackett (2016) also states that vegetarian classified into three types. The first type is lacto-vegetarian which is used to describe a type of vegetarian who does not eat eggs but eat dairy produts. The second type is ovo-vegetarian which is used to describe a type of vegetarian who does not eat any kinds of meats, eggs, and also dairy produts. The last type of

vegetarian is lacto-ovo-vegetarian which is used to describe a type of vegetarian who eats both eggs and dairy product and it is considered as the most popular type of vegetarian.

Vegan

Vegan is a term used to describe people who do not eat any kinds of meats and also do not eat eggs, dairy products, or processed foods containing animal ingredients such as gelatin.

Raw Vegan/Raw Food Diet

Raw vegan is a term used to describe diet which consists of unprocessed vegan foods that have not been heated above 115 degrees Fahrenheit (46 degrees Celsius). People who have raw food diet believe that food cooked above this temperature will lose its nutrition and are harmful for our bodies.

Macrobiotic

Macrobiotic diet is a term used to describe diet which is known for its health benefits and healing qualities. The diet includes unprocessed vegan foods. The diet also prohibits sugar and refined oils.

However, Gill (2015) classified non-meat eaters into seven types and they are explained below.

The Vegan

A person who practised eating a vegan diet does not consume animal products. A vegan does not consume any type of meat, dairy product or other animal ingredients, including honey, gelatin, rennet or albumin.

The Lacto Vegetarian

A lacto vegetarian does not eat red or white meats, fish, poultry, fowl or eggs, but they do use dairy products. However, this type of vegetarian will consume the dairy product of the animal, but they will not eat the actual animal itself.

The Ovo Vegetarian

An ovo vegetarian does not consume red or white meats, fish, poultry, fowl and dairy products, but will consume egg products.

The Lacto-Ovo Vegetarian

It is considered as the most common vegetarian in which a person who is lacto-ovo does not consume red or white meats, fish, poultry and fowl, but does consume products containing dairy and eggs.

The Pollotarian

A pollotarian does not consume all kinds of meat but does consume poultry and fowl.

The Pescatarian

This type of vegetarian is similar to a pollotarian, although they restrict all of their meat consumption, besides seafood and fish.

The Flexitarian

The flexitarian is a person who eats mainly plant-based and only occasionally allows themselves to consume meat products.

Furthermore, Leong (2014) mention four groups of vegans. They are the vegan diet, lacto-vegetarianism, lacto-ovo vegetarianism, and pescatarians.

The Vegan Diet

It is the most restrictive type of vegetarian diet. Vegans do not only eliminate all animal-based foods but avoid dairy products of all types.

Lacto-Vegetarianism

People who adopt a lacto-vegetarian diet, avoids all meat products, including eggs, but continue to eat dairy products.

Lacto-ovo- Vegetarianism

Lacto-ovo vegetarians avoid all meat but allow themselves to eat both dairy products and eggs.

Pescatarians

Pescatarians avoid all meat products with the exception of fish.

Desamba (2016), Gill (2015), and Leong (2014) have classified vegetarian into some group. However, Leong (2014) devided typed of vegetarian into more efficient classification.

2.5 Restaurant

Restaurant in this section will be described according to its definition and classification.

2.5.1 Definition

According to Marsum (1993) in Kurniawati (2013), restaurant is a place or a building organized commercially, that serves good service to the guests with food and beverage. Similar to Marsum (1993) in Kurniawati (2013), Hadiyanti (2005, p.8) states that restaurant is a common term for a bussiness that serves meals to people with certain charge for the meal and the service. Meanwhile, Sugiarto and Sulartiningrum (1996) in Kurniawati (2013) defines restaurant as a place which is known with its neatly set dining tables, guests' presence, food's aroma from the kitchen, and service from waiters/waitresses. Walker (1944) in Wilson (2008) states that "restaurants play a significant role in our lifestyle, and dining out is a favorite social activity" (p.4). Based on those definition above, it can be concluded that restaurant is a public place that provide guests with food and beverage and also service that will satisfy the guests.

2.5.2 Restaurant Classification

There are some restaurant classifications. According to Johnson (2015), there are four types of restaurants and they are stated below.

Fast Food Restaurant

A fast food or quick service restaurant provides quick service and cheap food. The decoration of the restaurant is simple. Fast food restaurant also offers a place to dine, while some others only offer drive-through or walk-up windows for customers to come, order, and pick up the food.

Fast Casual Restaurant

Fast casual restaurant is similar to fast food restaurant, but the food is judged as healthier or cooked with a higher qualities ingredients and the food is charged with higher price. Customers usually order the food at the counter and sit at the dining tables to enjoy the meal. Many fast casual restaurants serve specialized food, such as Indian food, Mexican food, vegetarian food, and Chinese food.

Fine Dining

Fine dining restaurants usually have the most elaborate menus and expensive prices. Many require customers to make reservations to dine. Some restaurants even enforce a certain dress code, while others do not. Most customers do not mind paying the expensive prices because of the perceived value they receive from eating at fine-dining restaurants. Some restaurants offer five-course meals and an expensive and various wine list.

Casual Dining

Casual-dining restaurants offer food similar to fast-casual restaurants but with a table-service dining atmosphere. Most casual-dining restaurants provide a family-friendly environment. The menus at casual dining restaurants are usually more extensive than at fast-casual places. The prices of casual-dining restaurants are lower than at fine-dining restaurants, but a little more expensive than at fast-casual places. These restaurants may serve a variety of pastas, chicken dishes and simple seafood dishes. Some have highly specialized menus, but others serve a broad range of cuisine.

Furthermore, Sugiarto and Sulartiningrum (1996) in Ayu (2014) states there are three kinds of restaurants and they are stated below.

Formal Dining Restaurant

Formal dining restaurant is a kind of high class restaurant that provides food and beverages. This restaurant is provided for certain exclusive guests only.

Informal Dining Restaurant

Informal restaurant is a kind of restaurant that is informal and prioritizes the speed in service, practicality, and the change of customers that comes. For example : coffee shop, tavern, pub, and snack bar.

Specialities Restaurant

Specialities restaurant is a kind of restaurant that serves special food. For example : Indonesian food restaurant, Chinese food restaurant, and Japanese food restaurant.

Two scholars from Johnson (2015) and Sugiarto and Sulartiningrum (1996) show the classification of restaurant. However, Johnson (2015) gives more classification of the restaurant and it is more informative.

2.6 Steps in Promoting or Informing Information

There are some steps in promoting/informing information. According to Allen (2016), there are 10 steps to create a successful promotion.

Develop a Promotional Filing System

Create a promotional folder that includes all of the past promotional direct mail pieces. Create another for advertising that has a successful track record. Create a third folder for innovative marketing strategies that catch the attention from other industries. When it is ready to. There will be a filing system full of proven and innovative ideas to help the brainstorm.

Evaluate and Brainstorm

Now that the collection of ideas to brainstorm is ready, evaluate each one idea is possible. As the evaluation of past promotional ideas is done, pay attention to why those ideas bring bad impact to the business. Also evaluate what did not work so that those same mistakes do not have to be repeated twice.

Develop The Strategic Plan

Plan to implement a minimum of six promotions per year. This is easy when there is a strategic plan in place. Keep reminding customers to come back to the business. The number one reason why customers do not return to purchase the product because there is no reminder for them. Keep reminding them and get them excited about purchasing the product more often.

Involve the Team

Share the ideas on a large calendar board and let the team know the plan. Ask the other staff to share their creative ideas too. Set sales goals for each promotion and offer a bonus reward to each salesperson that reaches their goals.

Plan Out the Detail

Evaluate the best promotional days and months. Select days and months that bring the most customers to the business. Plan out all the details of the event.

Reserve and Design Advertising

Plan the advertising and direct mail well in advance. Build excitement for the event by featuring the benefits of attending. Create a call to action. Tell the customers what, where, when and why. Offer short deadlines, powerful offers and guarantees.

Contact The Media

Contact the media well in advance. Send a press release about the event and ask the media to attend. Tell the media how the event will benefit the community or share details about a cause.

Create Attention Getting Direct Mail

Spend 50 percent of the time writing a great headline that is beneficial. Make the offer and event exciting that it triggers a fear of loss in the customer's mind. Allow them to think about what they will be missing if they do not attend.

Develop Promotions Based Around a Theme

Create fun events around unique holidays. Promote when the other competitors are not promoting. The event does not have to be a sale. There are lots of ways to promote without giving the store away. Make the events so much fun that the customers promote the business back with word of mouth advertising.

Plan an Open-to-Buy Increase for Special Events

Why would it be necessary to create more promotional events? To keep the store in customer's mind and to increase sale and profits. Keep giving the customers more reasons to come back to the business again.