

CHAPTER II

LITERATURE REVIEW

2.1 Traditional Snacks

Traditional is the formulation, manner or concept used by many people in this time. Other statement is stated by Al Jabiri (2000), he says that traditional is everything inherited from his parents, whether it is the position, inheritance and noble.

Based on Judarwanto (2006), traditional snack sold by merchants sidewalk or in other terms is called "street food". According to FAO (Food Association organization), snacks is defined as the food and drinks prepared and sold in the street, directly eaten or consumed without further processing or preparation. Muchtadi (1998) states that snack is a food that consumed within the time between the three main meals a day.

From the explanation above, the writer concludes that traditional snacks is food inherited down by the ancestors, and consumed between the main meal times of the day.

2.2 Booklet

Booklet is a mass communication media that aims to convey messages that are promotional, suggestion, prohibitions to mass audiences, and in the form of prints. The end of the goal is that people who as objects understand and obey the messages contained in the mass communication media (Marinaditya, 2017)

According to Effendi Sholeh (2017) in his book advertising in the present era, mentioning, that the booklet means of advertising that is able to attract many productive consumers. This is due to a booklet that can include not just one product.

It will still include various types of products that it can make consumers do a comparison in terms of marketing.

So, we can conclude from the explanations above, booklet is a media to convey messages that to promote, suggestion and also attract the consumer that it can make consumers do a comparison in terms of marketing.

Booklet is including one type of graphic media that is picture / photo media. According to Roymond S. Simamora (2009: 71), booklet is a small-sized book (half-letter) and thin, no more than 30 sheets of alternating which contains writings and drawings.

The structure of the booklet content resembles a book (introduction, content, cover), only the way the presentation is much shorter than the book. Booklets are prints with a special display of book shapes. Booklets can be used to show examples of copyrighted works related to the product (Widi Atmaja, 2008: 70). Creating the contents of the booklet is actually not different with the manufacture of other media. The thing to note in making a booklet is how we arrange the material as attractive as possible. A glance at the booklet is usually the first concern is on the side of the display first. Booklet is a medium for delivering messages in book form, either in writing or picture (Heri D.J Maulana, 2009: 174). According to Ferry Efendi (2009: 112), the booklet is a small book-shaped media containing writing or drawing or both.

Therefore, we can conclude of those explanations above that booklet is a mediawhich contains of writings and drawings for delivering the messages. In addition, the contain is arranged well for make it become attractive.

2.2.1 The Advantages of Booklet

According to Kemm and Close in Roza (2012: 6), there are two advantages booklet compared to other media that can be studied at any time, because the design is similar to the

book and can contain relatively more information than the poster. Meanwhile, according to Ewles (2011: 8) in Roza (2012: 4) booklet has the following advantages:

- a. Can be used as media or tool for self study
- b. Can be easily learned the contents
- c. Can be information for family and friends
- d. Easy to be made, reproduced, repaired and adjusted
- e. Reducing the need record
- f. Can be made in a simple and relatively cheap cost
- g. Durable
- h. Has a wider capacity
- i. Can be directed at a particular segment

2.2.2 The Limitations of Booklet

Booklets as print media have limitations. Limitations in print media (Ronald H. Anderson, 1994: 169) are:

- 1) It takes a long time to print depending on the message to be delivered and the tool used to print
- 2) It is difficult to display motion on the page
- 3) Messages or information that is too much and long will reduce the intention to read the media.
- 4) It needs good care to keep the media undamaged and lost.

From the statement above the writer can conclude booklets have some advantages: It can be made easily and the cost is relatively cheap and more durable compared with audio and visual media as well as audio visual. Booklets are typically used for the purpose of increasing knowledge, because booklets provide more specific information. Limitations of the booklet as a printed medium: It will take a long time to print depending on from messages and tools, relatively

expensive to print images or photos, difficult to display motion on the page, It can reduce readers interest if too much and length and the need for intensive care.

2.2.3 **Types of Booklet**

Booklet can be used as small storybook, instructional manuals, recipe books, and are often used as brochures, catalogs, blades, and inserts for CDs and DVDs (CD booklet). Some reports, including annual reports, are essentially special purpose booklets (Howard, 2014). Howard (2014) says that design considerations for booklets are:

- a. **Creep** occurs with booklets and other publications that use saddle-stitch binding and needs to be compensated in the design. If there is no creep allowance, when pages are trimmed the outer margins become narrower toward the center of the booklet and there is the possibility that text or images may be cut off.
- b. **Creep Allowance** is a method of counteracting the creep that occurs with some booklets. If creep is noticeable, copy can be repositioned toward the center of the spread for those pages in the center of the booklet. When trimmed, all pages will have the same outer margins and no text or images are lost.
- c. **Imposition** refers to arranging for printing to that when assembled into a booklet or other publication they come out in the right reading order. Printing a 5.5x8.5 booklet on your desktop printer, for example, requires the use of imposition to print the pages onto letter size (8.5x11) sheets of paper that when assembled and folded end up with the pages in the right order for reading
- d. **Saddle-Stitched** binding is one of the most common binding methods for booklets. Saddle-stitching or saddle-stapling or “booklet making” is common for small booklets, calendars, pocket-size address books, and some magazines. Binding with saddle-stitching creates booklets that can be opened up flat.

- e. **Booklet Envelopes** are open side envelopes with small square or wallet flaps and side seams. Booklet envelopes are used not only for booklets but for brochurs, catalogs, annual reports and other multi-page mailings. They work well with automatic-insertion machines.

2.2.4 Terms of a Booklet

Suleman (1998) says that booklet is category of the line media. Based on the characteristics attached to the below line media, messages written on the media is guided by several criteria, as:

1. In the form of text and images, or combinations of both
2. The word used economically
3. Using short sentences, simple, brief, and concise
4. Using capital letters and bold
5. The use of letters not less than 10 pt
6. Accordance the contents to be delivered
7. Packaged interesting

2.2.5 Criteria of a Good Booklet

According to Howard (2014), there are criteria of a good booklet, as follow:

1. Booklet is a little book
2. It shapes and sizes but is generally smaller than books at 4-8 pages
3. A typical booklet style is a stack of 2 or more sheets of letters size paper, folded in half
4. The number of pages is always divisible by 4, such as 4 pages, 8 pages, 12 pages, etc.

2.3 Design

According to Johnston (1991) cited in Taylor & Francis (2011:55), says that design is a process of making something that inherently has emergent products or spatial patterns in given time-frames that manifest the ever-changing realities a community occurring within the process. While, Brinkkemper (1996) states that designing often necessitates considering the aesthetic, functional, economic and sociopolitical dimensions of both the design object and design process. It may involve considerable research, thought, modeling, interactive adjustment, and redesign. Meanwhile, diverse kinds of objects may be designed, including clothing, graphical user interfaces, skyscrapers, corporate identities, business processes, and even method of designing.

Sitepu (2006:16) states that there are five elements of design. They can be classified as:

a. Line

Line is divided into four, they are : vertical, horizontal, diagonal, and curves. In the graphic design, line is used to separate the positions between the other graphic elements within the page. It also can be used as a bookmark of specific parts with the purpose for the explanatory of the reader. Line is also used as a separator between the two parts of different publications or provides emphasis. For example, it can be used for separating the information in a book.

b. Shape

Shape is a field that occurs because it limited by a contour (line) and or it limited by the different color or by the dark light on shaded or texture. Shape can be a natural form (non-figure). Shape has a change in the form of stylized form,

dissertation, and transformation. This meaning is constructed in two-dimensional graphics.

c. Space

Space occurs because of the perception of the depth that feels far and near, high and low, looking through the sense of sight. This element is used as an element of breathing space for the reader's eye. It means to make the reader not too tired to read the text is too long. The empty space provides the separation between the columns of text. In addition, it gives the impression of a roomy and neat design.

d. Texture

Texture is the visual elements that show a sense of surface material (material) which is intentionally created and presented in the order to attain such a form, either in the form of real pseudo. For example, the impression of wood is texture, hair, or glasses.

e. Color

The color of an object is determined how light falling on the object and reflected back to our eyes. Because the light has a spectrum (systematic series) color, and that color spectrum is exactly what helps humans recognize colors. In applying color in a design, you can refer to the color wheel. To produce harmonious colors, use colors that are close to one another and each color has their own meaning.

From the explanation above, we can summarize designing is a process of making and creating an object which is considering by considerable research, thought, modeling, interactive adjustment, and redesign. Also five elements of design there are line, shape, space, texture and color.