

CHAPTER II : LITERATURE REVIEW

This chapter discusses the theories related to the focus of this study, they are: booklet, designing booklet process, *dodol* as a traditional Indonesian snack, and as a process of food diversification.

2.1 Booklet

In this modern era, people could get the information from any ways such as internet, but the information from the internet is not always right. Sometimes the blog's author gives the wrong information, and unclear information. Because of the need of information, people use books as their reference. Books provide valid information, and the writer is responsible for the information that he/she provides on the book. One of books that provides valid information about a product is booklet.

According to Zainuddin (2009), booklet is one of communication medium that rely on high technology, provides efficiency in the result and the process so, booklet can be an alternative in this instant era. Booklet is also like an envoy that brings the important messages. Appearance and design are a representation of illustration of the company itself. Booklet is an ideal solution to improve a business, because the booklet itself explains everything about the products by using pictures.

2.1.1 Definition

According to Hanggara, et al (2012) the definition of booklet itself is a mass communication media which has a purpose to deliver the messages such as promotion, suggestion, prohibition towards the public mass and in the term of printing. Therefore, at the end of its purpose is to make the people as the object, could understand and follow the messages in those mass communication media itself. Booklet is also a periodic publication which consists of one small amount of pages, not connected to other publications, and finish in one edition. According to Surjanto et. al. (2003), booklet is a promotion material which consists of information, for example about tourism.

Generally, booklet consists of information which is created in the shape similar to a book, but not more than 20 pages that contains clear information, easy to understand, and interesting to read. Booklet also consists of several paper pages used for representing a company or institution. Booklet could consist of product details, materials, or objects which are offered or explained.

2.1.2 Types

Many custom booklet printing methods are used to create many different types of booklets from different kinds of purposes. According to Surjanto, et al. (2003) there are nine types of booklet.

Newsletter

Companies have started using a booklet as a newsletter where the customers get to know about the company, what is happening in it and any new amendments or policies. It is a great way to instill trust in the customers and form a stronger bond.

Recipe Booklets

The booklets that are usually contains recipes in short yet descriptive version. Usually designed by chefs companies selling cookery items or ingredients.

Instruction Manual

It is also known as owner's manual. It is contains important information about a product like how to assemble it, dismantle it, installation process, guaranties, etc.

Portfolios

Companies that are into creative work such as photography, interior designing or those who make tailored products need a portfolio booklet to showcase their art and proficiency to the clients. Then, the clients get a fair idea about the kind and style of work the company is into.

Reference Guide

It is just like an instruction manual, but a shorter form of that and contains the most essential information like key features, do's and don'ts, etc.

Brochure Booklet

A brochure booklet contains description, information and pictures about a product. In the times of fierce competition, even the booklets need to be good in design as well as content. In fact, they need to be bound properly so that they are user friendly and durable. There are different types of binding options available these days

Saddle Stitched

It is the most commonly used binding. It involves folding sheets that are assembled together one inside the other and then stapling through the fold line. It is a center binding and lets the booklet to open flat at the center.

Coil/Spiral Binding

It is similar to saddle stitching but it requires making holes along the left corner of its pages and putting a metal or plastic wire through the holes.

Perfect Binding

Instead of stapling or coiling, in this method the pages are pasted at the spine and the other three sides of the booklet are cropped to create a perfect look.

2.1.3 Function

Generally, the function of booklet is to show the product that produced by the company, including the specifications, remarks and price. For more specific, the functions of booklet are divided into two, it is external function and internal function. According to Hezty (2013), there are two functions of booklet.

2.1.3.1 Internal Function

Internal function of a booklet is as the information sources and reference of product. This is important, in order to make everyone in the company have references to understanding the profile company and also product being offered.

2.1.3.2 External Function

External function of a booklet is as the reference in the marketing activity. Booklet is a tool to greet and reach the customers, so it gives the encouragement to use the product.

2.2 Designing A Booklet

In designing a booklet there are essential elements, Lovett (1999) stated that the elements and principles of the designs are the building blocks used to create a work of art.

2.2.1 Essential Elements in an Effective Booklet

Determine the objective of the booklet

This means establishing what you want your booklet to achieve. If you simply want it be informative, telling readers about your business, the services you offer and their prices, at every stage encouraging the readers to get in touch. These decisions will affect the wording of your booklet, so make sure it is clear to yourself what your booklet objective is.

Develop a narrative

A booklet is more about words than pictures, so the wording is very important. The booklet should be like a story, with a beginning, middle and an end. Draw the reader in with a brief history of the company, then move into the products or services on offer. Craft the ending with details of your successes, perhaps such as the awards your business has won, in fact anything positive that encourages your readers to respond to the call to action that you place at the end of the brochure.

Focus on the positives

Throughout the wording of the booklet, it is essential to focus on the benefits that your business offers. It is no good just saying what you do; a reader wants to know why it will be good for them to use your services. Customers are always attracted by benefits and any marketing material that highlights these is on the way to success.

The design

As mentioned before, a good brochure will combine words with pictures, but avoid overloading the design so that it appears stuffed. A busy booklet layout runs the risk of looking amateurish and as if it were created in a hurry. For an elegant, pared-down design, and use effective, informative, but concise language. Allow for areas of white space around the pictures and the words to keep the readers eyes a rest. Finally, always check the copy for spelling mistakes and poor grammar.

2.2.2 Steps in Designing an Effective Booklet

Furthermore, Lovett (1999) states five principles steps to design an effective booklet.

Put Readers First

When thinking of how to design a booklet, keep the end purpose in mind. Is this a booklet that is going to be posted out in response to requests made on a website? Is it a giveaway at an exhibition, or a leave-behind booklet? When someone opens it, what will it say to them? Design for that person, not for yourself.

Use Simple Statements

Sometimes the simple ideas are the best. The solution might be to use the simple design and the clear concepts.

Make A Good First Impression

In designing the booklet, you must convey a good impression with your booklet design.

Shoot Sharp

To make a product, the booklet should be flick through, all you need is take good photos. Try to find pictures that are not too commonplace, make them unique.

Booklet Printing

Find a quality, service-oriented commercial printing partner who will help you. You need someone who will give you a great deal, who will project manage for you. Especially when you find a new print supplier, the best place to find a new printer and print management to give you some help in this area.

2.3 Dodol

Dodol is a traditional snacks from Indonesia, which categorized as the group of foods that has the sweet taste. In Indonesia society, *dodol* had become a typical food especially in Islamic Big Days such as Idul Fitri and Idul Adha. There are lots of *dodol* variants that contrast from the appearance of *dodol* itself, such as dark brown, green, yellow, etc. The taste also will be different such as durian, coconut, and banana.

As we know that *dodol* is the typical snack from Garut, why it is Garut? Based on the history, *dodol* was very popular in Dutch colonial. These industry have developed since 1926, by an entrepreneur named Mrs. Karsinah, by using the simple making process and still developing until nowadays. It is because of several factors such as, have different taste and could be competed to other *dodol* from different regions, the price is cheap, the base materials are easy to find, and not use preservative material or synthetic material.

2.3.1 How to Make *Dodol*

Basically *dodol* was made from the coconut milk, brown sugar, rice flour, brown sugar, granulated sugar and salt. All of the materials are mixed and then cooked in the hot temperatures.. The processes of making *dodol* itself needs a long time, for example it takes more than three until four hours to make *dodol*. Also it needs special skills, for example be able for keep the flame still stable, mixing the dough of *dodol* in the pan.

Dodol is usually made from several fruits such as nangka, soursop, strawberry, durian, etc. This sweet snack exists in several provinces in Indonesia, one of the city which is famous as the city of *dodol* is Garut, West Java. Typical *dodol* from Garut has the various tastes, such as pineapple, durian, tomato, chocolate, etc. The process of making *dodol* could be complicated, most people try to make *dodol* with the same recipe, but the results are disappointing. They have no skills, because *dodol* maker should control the flames, and do not leave the pan, because it will make *dodol* get burned and turn into crust.

2.3.2 Variant of *Dodol*

As the main ingredients of *dodol* are coconut milk, rice flour, granulated sugar, brown sugar, and salt, the additional ingredient determine the taste of *dodol* itself. For example *dodol* made from durian called *dodol* durian, *dodol* made from soursop fruit called *dodol* sirsak, *dodol* made from nangka fruit called *dodol* nangka, and *dodol* made from ginger called *dodol* jahe.

Dodol not only comes from one city, there are several city that also produce *dodol* as their typical snacks such as typical *dodol* from Garut called *dodol* garut, typical *dodol* from Kandangan, Kalimantan called *dodol* kandangan. *Dodol* durian also called lempok, if only called *dodol* of course *dodol* itself made from rice flour, brown sugar and coconut milk. In Central Java and East Java, *dodol* known as jenang. Jenang is more soft than *dodol*, more moist fatty, and generally sell in flat shape or in plastic package. *Dodol* is more dry, the package itself usually using plastic or paper, and sell in big amount of cardboard box.

Dodol also liked by the consumer from other country such as Dutch, Brunei Darussalam, Singapore and Malaysia. The variants of *dodol* mentioned above are summarised in Table 2.1

Table 2. 1 Kinds of *Dodol* in Indonesia

Name of <i>Dodol</i>	Source	Ingredient
Lempok Durian	South Sumatera	Durian
Jenang	East Java	White Sticky Rice
<i>Dodol</i> Garut	West Java	Rice Flour
Kadodo Wera	Nusa Tenggara Barat	White Sticky Rice Flour
<i>Dodol</i> Betawi	Jakarta	Brown Sugar
<i>Dodol</i> Kandangan	Kalimantan	Black Sticky Rice
Wajik	Central Java	Coconut

Sources : Summarised from 1. Iskundarti, E (2015). 2. Malingi, A (2010). 3. Rosita, R (2012). 4. Altyand, A (2013).

2.4 Corn as New Variant

The reasons why it is necessary to make the new variants of *dodol* is because corn is another alternative base materials of making *dodol*. It will not only offer a new taste of *dodol* but also healthier because of its nutrition. Corn contains energy, protein, carbohydrate, fiber, and calcium, which are good for cell growth, decreasing the cholesterol, and good for teeth and bones.

Corn is easy to find, because we could find corn in the traditional market or supermarket in South Sumatera, especially in Palembang. These material is one of local corps in South Sumatera. Some farmers grow corn plants in some regions in South Sumatera, like Banyuasin, Pagaralam, Muara Enim, Musi Banyuasin, Ogan Ilir, and Lubuk Linggau.

2.4.1 Corn

Corn is one of food plants that produce the most important carbohydrate in the world, except wheat and rice plant. Corn is an annual plant. The life cycle of corn is finished in 80-150 days. The first half cycle is the cycle of vegetative growing and the second half is the cycle of generative growing. The corn plant has variation, eventhough commonly the corn plant is only 1-4 meters.

2.4.1.1 Benefits of Corn for Health

Heal the cancer

Contains fenolic acid and ferulic ion, effectively could against tumor in breast cancer and liver.

Improve The Health of Digestion

Contains the high fiber which helps the digestion process become more smooth.

Improve The Memory

Because of corn contains Thiamine and vitamin B1 which could prohibited the cause of low memory.

Improve The Bones and Teeth Strength

Corn contains mineral source, which mineral inside of corn is also fosfor that really important in bones and teeth growth.

As The Folat Acid Source

Folat acid which is good for pregnant woman also exist inside of corn, that could make the baby still healthy.

Calium Source

Calium inside the corn contains electrolit which very important to keep the water balance inside the body.

2.4.1.2 Nutrients Contained in Corn

There are some nutrients in corn, Each is described as follows.

Carbohydrate

Corn is rich of carbohydrate, it contains at about 80% from all dry corn. The carbohydrate in starch generally is the mixture of amilosa and amilopektin. In corn rice, most of the starch contains amilopektin. This differences are not influenced the nutrient.

Fiber

Sweet corn has the good high profile which consist of food fiber, vitamin, antioxidant and also mineral. Sweet corn is the best fiber source, 100 grams of sweet corn served 2 grams or about 5% from the daily fiber need.

Protein

100 grams of corn contains 9.2 grams protein. Protein is very important for body because as the main arrangement human being. Protein is macromolecul ion which formed from base molecul of amino acid, amino acid is formed into the muscle.

Fosfor

Contains fosfor which means very important for bones and teeth growth. Low of fosfor could make the body weak, and slow body growth.

Vitamin B Complex

Sweet corn contains several nutrients from the group of vitamin B complex, such as thiamin, niacin, pantotenat acid, folat acid, riboflavin, and piridoksin. These vitamins are as the cofactor for the enzim during the substract metabolism.

2.4.2 New Variant as Food Innovation

The definition of innovation itself is make the new invention which different from the previous one. According to Law No. 18 year 2002, innovation is a research activity, or developing which has the goal to develop the practical values and the contexts of the newest knowledges, or the new ways to develop a knowledge and technology which already exists into a product or the process of a product. Meanwhile other definition of innovation. According to Everett M. Rogers (1983), innovation is an idea, opinion, practically, or object/thing which realize and accepted as the new thing by someone or group that will be adopted.

Therefore, food innovation is an activity of make the new foods which different from the previous foods in order to introduce people about the new food itself. Every human being has the innovation whether it is in the enterpreneur field, technology, culinary, etc.

2.5 Food Diversification

Food diversification is a process to make more than one kind goods or commodity that will be consumed.

2.5.1 Definition

In food field, diversification has two meaning, it is food diversification plants and food diversification consumption. Both of those terms are related to the effort in order to reach the food endurance. If food diversification plants is related to the technic settings pattern of planting, so the food diversification consumption will organize or manage the people consumption pattern which means to fulfill the need of food.

According to Riyadi (2003), food diversification is a process of food selection that not depends on one kind of food, but also has choice (alternatives) towards a lot of food. Which means food diversification is not only tended to decrease the dependence towards certain foods, but also to reach the nutrient variety composition in order to increase people's nutrient quality.

The food diversification concept is not a new thing in agriculture development terminology policy in Indonesia, because those concept was already interpreted by the researchers. Kasryno, et al (1993) stated that food diversification is the way to improve human resources quality, agriculture development in food field and nutrients of people improvement, that scope the production, consumption, marketing, and distribution aspects.

Pakpahan and Suhartini (1989) assumed that food diversification scope three definition which connected each others, it is food diversification consumption, food diversification availability, and food diversification production. Both of the authors are translated food diversification in general meaning, not only the food consumption aspect, but also food production aspect. Pakpahan and Suhartini (1989) also assumed food diversification is limited by the main food, therefore food diversification means the way to reduce the rice consumption compensation by added the food materials non-rice consumption.

2.5.2 Purpose

Suyarti (2008) assumed that food diversification or food consumption has two shape purposes from implementation aspect, it is the purpose based on the sustainable development concept and the purpose based on the society prosperity aspect. The fact that human facing nowadays is the national food consumption pattern still depends on one kind of main plant, it is rice/padi.

Based on the facts above, the purpose of food diversification consumption that based on the sustainable development aspect are:

Decrease the dependence rice import

The rice was imported because of the dependence request towards the food material such as rice. Through the diversification food consumption, hopefully will give a chance that the food materials will be has varieties, so it will be reduce the dependence of using the rice import.

Reach The Exact Food Consumption Patterns

Food endurance focus on the resources allocation aspect through the efficient using, flexible, and stable by utilize the availability local potential. One of the main principal in implementary of food diversification consumption is utilize or optimize the local potential, whether it is local plants potential or human resources.

Create The Food Diversification Patterns

Food consumption has target to give the nutrition or enough nutrient for housewifery consumption pattern, therefore it can be fulfill the healthy consumption pattern in society.

Achievable Nutrient For All Level Income

National food consumption pattern nowadays is depends on kind of rice which cause the price of the rice itself increase.