

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer explains the description of Tourism, Kinds of tourism, Promotion, Booklet, and Types of Booklet.

2.1 Tourism

According to Richard Sihite (as cited in Marpaung and the Bahar, 2000) describes that tourism is a journey that is done for a while, which was held from one place to another leaving its place, with the a plan and the with the intention of not for a strive or a to make a living in the places visited, but simply for a enjoy leisure activities for a meets the diverse desires. While, H.Kodhyat (1983, p.4) defines that tourism is traveling from one place to another, temporary, done individually or in groups, in an effort to seek a balance or a harmony and the happiness to the environment in the social, cultural, natural and the science. One Wahab (1975, p.55) suggests that tourism was one type of new industry that is able to accelerate economic growth and the employment, an increase in income, living standards and stimulate other productive sectors. Furthermore, as a complex sector, tourism industries also realize classics such as industrial handicrafts and souvenirs, lodging and transportation. In the opinion of Spillane (1982, p.20) argues that tourism is an activity to travel in order to get pleasure, find satisfaction, knowing something, improve health, enjoy sports or a rest, to fulfill the task, pilgrimages and others.

Based on the experts opinion above, the writer can conclude that tourism is a journey from one place to another for a while to get pleasure, find satisfaction, knowing something, improve health, enjoy sports or a rest, to fulfill the task, pilgrimages and others.

2.2 Kinds of Tourism

According to Spillane (1987: 29-31) tourism is divided into several types based on the motives. The types are:

1. Recreation Tourism

This tourism is done to use the days off to rest, recover physical fitness and spiritual, and refresh yourself from fatigue and exhaustion. Can be done in place ensure that these goals offer recreational enjoyment needed, such as the seaside, mountains, resort centers and health centers.

2. Cultural Tourism

This tourism is characterized by a series of motivations, such as the desire to study in the centers of teaching and research, studying the cultural, institutional, a different way of life, visiting historical monuments, relics of the past, art centers and religious, musical arts festival, theater, folk dance and others.

3. Pleasure Tourism

This tourism is done by people who leave their homes for vacation, fresh air, fulfilling the will of curiosity, relax nervous tension, see something new, enjoy the beauty of nature, know the local folk tale, get peace.

4. Sport Tourism

This tourism is divided into two categories:

- Big sports events, namely the major sporting events like the Olympic Games, the ski world championship, world championship boxing, and others of interest to the audience or the fans.
- Sporting tourism of the Practitioners, namely sports tourism for those who want to practice and the practice itself as mountain climbing, horse riding sports, hunting, fishing and others.

5. Business Tourism

This tourism is professional form of travel or trip because something to do with the job or position, which does not give it to someone to choose the destination and time of travel.

6. Convention Tourism

This tourism is much in demand by countries because when held a convention or meeting will be many participants to stay within a certain period in the country that organizes the convention. Countries often hold this convention will establish structures that support the holding of the convention tourism.

The writer concludes that based on Spillane (1987: 29-31), there are six types of tourism such as Recreation Tourism, Cultural Tourism, Pleasure Tourism, Sports Tourism, Business Tourism, and Convention Tourism and the visitor who come to Kambang Iwak Park has different reason or motivation.

2.3 Promotion

According to Cannon et al., (2008), "Promotion is to communicate information between sellers and potential buyers or others in the channel to influence attitudes and behavior". While Harini (2008: 71) argues that "Promotion is one form of communication, which is a special stage is intended to seize receptivity of others for ideas, goods and services". Saladin and Oesman (2002: 123) state that Promotion is an information communication between sellers and buyers aims to change the attitudes and 14 behaviour of buyers, that previously did not know be familiar with so that it becomes a buyer and remind that product.

Based on the experts opinion above, the writer can conclude that, Promotion is form of communication between sellers and potential buyers that previously did not know be familiar and remind the product.

2.4 Booklet

According to Puspitawarna (2010:1), Pamphlet or booklet is non-periodical publications which consist of small number of pages, not related to another issue, and finished in one day. The page is often used as one (among others with the stapler, thread, or wire), usually has a cover, but do not use loud volumes. While, Aditya (2011) stated that booklet is a mass communication media that aims to convey a message that is promotional, suggestion, prohibitions to mass audiences, and in the form of prints. So the people can understand and obey the messages contained in the mass communication media. UNESCO (as cited in Puspitawarna, 2010) define the booklet is non-periodical publications, complete (in one issue), having at least 5 pages but not more than 48 pages, excluding the cover.

Based on the experts opinion above, the writer can conclude that, Booklet is non-periodical publication which consist small number of pages at least 5 pages but not more than 48 pages and the aims is to convey a message that is promotional, suggestion, prohibitions to mass audiences, and in the form of prints.

2.5 The Advantages of Booklet

According Kemm and Close (1995) booklets have several advantages that are:

- a) Can be learned at any time, because the design is in the form of a book.
- b) Contains relatively more information than the poster.

According to Roza (2013), booklet has the following advantages:

- a. The costs incurred for production can be cheaper when compared to using audio and visual media as well as audio-visual.
- b. The process booklet to get to people or society can be done at any time.
- c. The delivery process can also be adjusted to existing conditions.
- d. More detailed and clear, as it can contain many messages

2.6 Characteristic of Booklet

According to Roza (2013), Booklet is categorized as below-line media. So the messages which written on this kind of media are guided by several criteria, such as:

1. In the form of writing and drawing, or a combination of both
2. Using simple words.
3. Using short, simple, short, sentences
5. The letters is not less than 10 pt
6. Suitable content.
7. Interesting Package.

2.7 The Element of Booklet

According to Arsyad (2008:5) there are six elements that must be considered when designing printed media hese elements can include consistency, format, organization, attraction, attractiveness, font size and while space

1. Consistency

Format and space should be consistent to make a booklet looks interest and better. Lowercase and uppercase should not be combined in each word. Space between title, first line and margin should be consistent.If it is not consistent, some people consider that they are untidy and bad.

2. Format

Format usually uses single – column view because it is long paragraphs and for short paragraph, it can use twin – column. Each different are separated and labeled in order to make it easier to read and understand

3. Organization

A booklet is arranged systematically and separated by using shape such as rectangle, oval, rounded or triangle

4. Attractiveness

Some images or pictures can be added into the booklet and give a different touch every page, thus the reader interested and motivated to read it

5. Font size

The font used in a booklet is usually on point per inch. For example 24 point size per inch and good font size for text is 12 point avoid capital letter on the entire text because it makes reading process becomes difficult. Capital letters are used only as needed

6. While space

While space is the empty space which is not filled image or text with aim to give pauses to reader. While space can be shaped around the title, margin, the beginning of the paragraph, and between spaces or paragraphs.

In designing the booklet, the writer have to consider the design because it can effect on the result of the booklet. For example, the writer have to reposition the design on the center to avoid the text or images being lost/cut off.