

CHAPTER II

LITERATURE REVIEW

This chapter describes about culinary tourism, promotion, promotion media, and booklet.

2.1 Culinary Tourism

Long (2004 cited in Murray 2015) cited that culinary tourism is the exploration in participation of the food ways, and the participations includes the consumption, preparation and presentation of a food item, cuisine meal system, or eating style considered to a culinary system not one's own. In addition, Wolfe (2006 cited in Murray 2015) states that culinary tourism is development and promotion of prepared food and drink that become an attraction for tourist. Ontario (2015) adds that culinary tourism is tourism experience that focuses on learning about consuming food that reflects the local, regional, and national cuisine, heritage, culture, tradition and culinary techniques. In short, the writer can conclude that culinary tourism is the exploration of tourism experience that reflects about the local culture and becomes the attraction for the tourist to promote and develop food and drink itself.

2.2 Promotion Media

Saladin (2003) defines promotion as one element in marketing of the company that used to inform, persuade, and remind consumers about the company's products or services. According to Flaminggo (2014), there are four promotion media; printed promotion media, electronic promotion media, internet promotion media, and product promotion media.

a. **Printed promotion media**

Promotion through printed media is the most common ways to promote something. This kind of promotion usually done by using banners, advertisements in newspapers, magazines, books, stickers, pamphlets, flyers, and booklets as. This type of promotion is the easiest way to deliver

by upper to button society. And also this kind of promotion is an affordable cost.

b. Electronic promotion media

This way of promotion has the good effect in product marketing. This kind of promotion usually use television or radio as a media to promote something but promotion using electronic media require a high budget.

c. Internet promotion media

This kind of promotion is the developing of the electronic media promotion. This kind of promotion usually through the media banner website or also paid advertising programs such as Google AdWords and facebook ads.

d. Product promotion media

This kind of promotion usually through a product such as bags, t-shirts, hats, etc.

2.3 Booklet

According to Simamora (2009 cited in Gustaning 2014):

“Booklet adalah buku berukuran kecil (setengah kuarto) dan tipis, tidak lebih dari 30 lembar bolak balik yang berisi tentang tulisan dan gambargambar. Istilah booklet berasal dari buku dan leaflet artinya media booklet merupakan perpaduan antara leaflet dan buku dengan format (ukuran) yang kecil seperti leaflet. Struktur isi booklet menyerupai buku (pendahuluan,isi,penutup), hanya saja cara penyajian isinya jauh lebih singkat dari pada buku”.(Simamora 2009 in Gustaning 2014)

Moreover, Purwanto (2008 cited in Gustaning 2016) adds booklet is a mass communication media that aims to convey messages that are promotional, suggestion, and prohibitions to the public, and in the form of print. Booklet is an alternative media counseling that provides effectiveness and efficiency in the results and extension process. Booklet is a good educational tool because it is easy to share, tailored to meet the needs of certain communities, it is also possible to be stored, read over and over, and shared with others as stated by Robert (2009) in Gustaning (2016).

From the above about the definition of booklet based on the expert so we can conclude that booklet is a small book, no more than 30 pages that the contains about picture and writing with the purpose are to do promotion and to give suggestion. Booklet also possible to be stored, read over and over, and shared with others.

2.3.1 The Advantages and Disadvantages of Booklet

Sabetti (2011) states that there are some advantages of booklet as described below:

- a. The content of the booklet is more detailed and clear. It is because the reader can read more about the content.
- b. The cost of booklet is cheaper because booklet uses printed media when compared to using audio and visual media and audio visual.

Besides, Notoadjmojo (2005 cited in Guni 2016) defines there are some advantages of booklets:

- a. A booklet is cheap and easy to make, because a booklet use printed media, so the cost is cheaper than uses audio media, visual media and audio visual media.
- b. The process of making a booklet can be done at any time and adjusted to the target condition.
- c. The content of a booklet also visual (image) so that it can cause a sense of beauty and increase understanding and passion in learning, more detailed and clear, easy to understand and not cause a misperception (Uha Suliha, 2002: 29).

Sabetti (2011) states that booklet have some disadvantages. First, a booklet is distributed limitedly; it means that the booklet can not be distributed to all society. Second, because of the indirect process of booklet delivery, the feedback of readers can not be gotten.

Moreover, Notoadjmojo (2005) adds, booklet has the disadvantages. The disadvantages of the booklet as follow:

- a. A booklet is a print media so it cannot produce sound effects and motion effects.
- b. A booklet is easy to fold because it is made of paper.
- c. A booklet brings unknown feedback because it is difficult to access the result.
- d. A booklet is less precise when used on low literacy or low literacy targets.
- e. A booklet is easy to lose if it is not keep in the save place.
- f. A booklet is less quickly reaches the target, if used as the only technique to deliver health information to the target.
- g. A booklet cannot spread to the whole society.
- h. A booklet is a practical information media. It is because a booklet is very easy in the distribution so that it can be directly distributed to the target and includes many people.
- i. The content of a booklet contain either in text or visual form, so it can overcome the limitations of space and time. For not all objects can be brought into the room.
- j. A booklet is a print media that can be taken anywhere and it is non-electrical uses.

2.3.2 The Elements of Booklet

Sabetti (2011) states that “*Terdapat enam elemen dalam mendesain booklet, yaitu garis, bentuk, ukuran, warna dan tekstur*”. These elements are useful to design a booklet.

a. Line

A line is used to separate the position between one point with another point so that it can be a curved or straight line drawing. Line is the basic element for building shape or construction design. Line is also used as a separator between the two parts of different publications or provides emphasis. For example, it use for separating the information in the books.

b. Shape

Shapes are all things that have a high diameter and width. The basic form known to people is the circle box and the triangle the category in form are letters, symbols and real shape as explained bellow:

1. Letters

Letters represented in visual (image) form which can be used to form writing as representatives of verbal language with direct visual form, such as A, B, C, etc.

2. Symbols

Symbols represented the shape of a thing simply and can be understood in general as a symbol or symbol to represent a real object such as ?, !, etc.

3. Real shape

Real shape reflects the real condition of an object.

c. Size

Size is one of element in the design that defines the size of an object. Size contrast and emphasis on the design object.

d. Color

Color is one of important elements because it could be the identity of an images and it could explain the picture. In practice the color is divided into two: the colors caused by rays (Additive color / RGB) which is usually used on the color of lights, monitors, TV and so on, and colors made with ink or paint elements (Subtractive color / CMYK) usually used in the process of printing images onto the surface of solid objects such as paper, metal, cloth or plastic.

e. Texture

Texture is visual elements that show a sense of the surface (shades) of an object which can be presented by way of being seen or touched. For example, the impression of mirror, floor, wood, and so forth.

2.3.3 Booklet Binding Method

According to Leonard (2014), there are three binding techniques as follows:

a. Saddle-stitching

It is one of the popular methods because it is the most easy and cheapest method. This method uses stapler to make the booklet if possible. And it can be used for more than 40 pages depends on the paper thickness.

b. Perfect Binding

This methods is often use for a books. This is also known as adding a “spine”. This is ideal to use for books or catalogue with a higher page that need to be long lasting.

c. “Wire O” Binding/ Spiral Binding

This method is popular in the school or university. Because the hole of the papers is punch thought the document near the bound edge and held together using wire or plastic coils.

2.4 The Importance of Language

Sirbu (2015) states that language is essentially a means of communication among the members of a society. In the expression of culture, language is a fundamental aspect. It is the tool that conveys traditions and values related to group identity. Therefore, language is one of the most important features of people communication. Communication takes place not only orally, but also in writing. It is this case the writer used language in writing a booklet of Palembang culinary.

Leech (1974) defines that there are five function of language as below:

1. Informational

Informational function which every one tends to assume is most important. In fact, this function concentrates on the message. It is used to give new information. It depends on truth and value. For example, the car is big, the bus is crowded.

2. Expressive

It can be used to express its originator's feelings and attitudes - swear words and exclamations are the most obvious instance of this. The speaker or writer of this function tries to express his feelings. He or she reflexes his or her impression. This function could give a clear image for the personality of the speaker or writer. The best example of this kind is Poetry and literature . In fact, this function evoke certain feelings and express feelings. Examples of this kind are, I am very happy or I spent a wonderful vacation.

3. Directive

The most straightforward instances of the directive function are commands and requests. This function of social control places emphasis on the receiver's end, rather than the originator's end of the message: but it resembles the expressive function in giving less importance, on the whole, to conceptual meaning than to other types of meaning, particularly affective and connotative meaning. Examples of this kind is, I want a cup of tea or close the door.

4. Aesthetic

The use of language for the sake of the linguistic artifact itself, and for no purpose. This aesthetic function can have at least as much to do with conceptual as with affective meaning. The function associated with the message-the vehicle-is the poetic or aesthetic function: the sign taken as an end in itself. All art understood as art is taken to embody this function, and any object valued for its beauty rather than for its ideological value or usefulness-whether a gorgeous car, an elegant teapot, or some acreage of untouched real estate-takes on this function. Although Jakobson, perhaps more precisely than anyone who preceded him, showed how the aesthetic function could hinge on structure, he argues that cultural norms ultimately determine the dominance of this function. As a striking demonstration, he notes that the aesthetic status that one generation accorded only to the poems of Karel Maica, a subsequent generation accords only to his diaries.

5. Phatic

According to Leech, the function of keeping communication lines open, and keeping social relationships in good repair (in Britain culture, talking about the weather is a well-known example of this). It is used for normal talks. An example of this, when two people meet each other accidentally in a place. They start talking about something unimportant for the sake of communication like, how are you? How is your children? And so on. We can say that it is a kind of daily talking. It is not meaning but is good.