

CHAPTER II

LITERATURE REVIEW

2.1 Promotion

Promotion is the way of communication to persuade customer by explained about our products or our services.

Promotion is kind of persuasive communication that designed to inform the customers about products or services that include publiciting, individual saling and advertising (Zimmerer and Norman, 2002) *“Booklet merupakan salah satu media komunikasi yang mengandalkan teknologi tinggi, memberikan efisiensi dalam prosesnya sehingga, booklet bisa menjadi alternatif di era instant.”*

According to Alma (2006) *“Promosi adalah sejenis komunikasi yang memberi penjelasan yang meyakini calon konsumen tentang barang dan jasa.”* promotion is a kind of communication that provide the explanation and convince the potential customers on products and services with the aim of gain the attention, educate, remind, and convince the potential customers.

2.1.2 The Purpose of Promotion

Yoeti (1996) said there are 3 purpose of promotion, they are:

- a. To introduce services and products produced by the tourism industry as widely as possible, so people aware of the services and the product.
- b. To give impression as strong as possible in the hope that many people will come to visit, so people interest to the services and the product.
- c. To deliver a compelling message with an honest way to create high expectations, so people become customers who trust the services and the product.

2.1 Booklet

Booklet is one of communication medium that rely on high technology, provides efficiency in the process so, booklet can be an alternative in this instant era, Zainuddin (2009) "*Booklet merupakan salah satu media komunikasi yang mengandalkan teknologi tinggi, memberikan efisiensi dalam prosesnya sehingga, booklet bisa menjadi alternatif di era instant.*". Hanggara and friends (2012) "*Booklet adalah media komunikasi massa yang bertujuan untuk menyampaikan pesan yang bersifat promosi, anjuran, larangan-larangan kepada khalayak massa dan berbentuk cetakan.*" state that booklet as a mass communication medium that aims to deliver messages like promotion, advice, prohibitions to the mass, and the goal is to make the object understand and keep the message contained in the booklet.

While, according to Yudita (2013) "*Booklet adalah media komunikasi massa yang memiliki tujuan untuk menyampaikan pesan promosi, saran dan larangan kepada masyarakat.*" booklet is a mass communication medium which has a purpose to deliver promotional messages, suggestions and prohibitions to community.

From the definitions, the writer concluded that booklet is a simple mass communication medium that the purpose is to give information to people about a product or service.

2.2.1 Booklet Design

Nasirullah (2012) "*booklet adalah salah satu produk desain grafis yang dikategorikan sebagai media cetak*" defines a booklet as one of graphic design products which are categorized as printed media. As a printed media that used to promoting or advertising a product or service, booklet need an interesting look, in this case the design of booklet is important.

According to Arsyad (1996) "*Media berbasis cetak mengacu pada enam elemen yang perlu diperhatikan pada saat merancang, yaitu konsistensi, format,*

organisasi, daya tarik dan ukuran huruf.” there are six elements of printed-based design that must be considered. They are consistency, format, organization, attractiveness, font size and space.

- a. Consistency
Try to be consistent in page, font, space, title, line, main text, and margin.
The inconsistency will assume the bad and untidy design.
- b. Format
Use one column for long paragraphs and two columns for short paragraphs. Do not forget to separate the paragraph which have different main idea of the text.
- c. Organization
Organize the text as good as possible to make the readers get the information easily. Use grid box form to separate each part of the text.
- d. Attractiveness
Introduce each part in different way to make the readers curious, so they read on the information more.
- e. Font size
Choose a suitable font size based on the readers, messages, and target environment. Good font size for text (text book or hand book) is 12 points.
Avoid capital letters because it makes difficult in reading process.
- f. Space
Use the space to add some contrasts. It is important to provide the reader's concentration. This space could be: the space around title, margin, column, space, opening paragraph space, line space and paragraph space. All these spaces aimed to improve the readers' readability.

Ronald (1994) describe those booklet as printed media also have several limitations:

- a. It takes long time to print booklets, because they depend on the message and printer.
- b. It is difficult to show motions to attract reader's attention.
- c. They could reduce the desire of reader if they contain too much information.
- d. They need a good care, because they are broken and lost easily.

Benefits of booklet

According to Hadi (2009)

Biayanya lebih murah daripada media audio atau visual karena booklet menggunakan media cetak, proses pengirimannya bisa dilakukan kapan saja, proses pengirimannya bisa disesuaikan dengan kondisi keluar dan booklet menyediakan informasi secara rinci.

booklet have some benefits, they are:

- a. The cost is cheaper than audio or visual medium since booklet uses printed medium. The making of visual medium is more expensive than booklet.
- b. The delivery process can be done anytime. It easy to spread the booklet to certain people, it can be spread the information, a company has to gather the targeted people in one room so that they can watch the video.
- c. The delivery process can be adjusted to the exits conditions.
- d. Booklet provides information in detail. The information in the booklet can be adjusted based on the need.

2.3 Tourism

Tourism is an journey in a tempory time from a place to another place, which is no purpose for business oriented but it is not only perform to enjoy the journey for the sake or recreation oriented, Yoety (1991:21)

Pariwisata dalah suatu aktivitas manusia yang dilakukan secara sadar yang mendapat pelayanan secara bergantian diantara orang-orang dalam suatu Negara itu sendiri/ diluar negeri, meliputi pendiaman orang-orang dari daerah lain untuk sementara waktu mencari kepuasan yang beraneka ragam dan berbeda dengan apa yang dialaminya, dimana ia memperoleh pekerjaan tetap.

While Pendit (2003) state that

Pariwisata juga bisa memberikan motivasi langsung terhadap pengembangan atau perbaikan pelabuhan (udara dan laut), jalan, transportasi lokal, kebersihan atau semua ini dapat memberikan keuntungan dan kemudahan baik bagi masyarakat di lingkungan kawasan perturb maupun wisatawan maupun pengunjung dari luar.

tourism can also give direct motivation to the development or repair of ports (air and sea), road, local transportation, hygiene or all of these can give the advantage

and easiness both for society in environment area of pertinent region and also for tourists or visitors from outside.

2.3.1 Elements of Tourism

According to Pendit (1994) *"Ada enam elemen pariwisata yang perlu dikembangkan dalam upaya pengembangan pariwisata yaitu akomodasi, catering dan restoran, transportasi dan pelayanan transportasi, souvenir, agen perjalanan."*

There are six elements of tourism which need to be develop in the effort of development of tourism, that are:

1. Accomodation
2. Catering and Restaurant
3. Transport and transport service
4. Tourist attraction
5. Souvenir (Souvenir)
6. Travel agents