

CHAPTER II

LITERATURE REVIEW

2.1 Design

According to Gunarto and Murtihandi (1982, p.19), design is an idea concept to create something, through planning until the thing has created a goods, or design means someting that the plan has several elements to actualize something become real. Susanto (2002, p.37) states that design is planning or arrangement from element of artworks that needs the principle of design, those are unity, balance, rhitme, and portion.

Further Archer (1976) states that design is one form of physical and spiritual needs of human are described through a variety of experiences, expertise, and knowledge that reflects the attention to the appreciation and adaptation to his surroundings, especially relating to the form, composition, meaning, and value. Design means that the concept to create something through planning that until creating the goods. Design also has the artistical value from several elements.

According to Sipahelut (1991, p.24) the object of design elements are:

1. Line Element

Line element is a result of scratch on the surface of the hard object onto the nature object (land, sand, leaf, etc) or artificial object and through the scratches like line element.

2. Form Element

Form element is a model. Model means the pure form object that can be seen by the eyes that has the square nature, circle, triangle, and etc.

3. Color Element

Color element is the element of artworks that is most dominant. The dominant of the color can give the sign for something planned that can be seen clearly.

4. Texture Element

Texture element is artworks that shows the sense material surface that deliberately made and come in the atmosphere in such form, besides it gives the specific sense on the surface.

5. Size Element

Size element is the element of artworks that needs to be note and count between the small to big, tall to short, wide to narrow artworks.

2.2 Steps in Designing a Magazine

As designing a magazine is a part of designing a book, this section discusses how to design a magazine in details. Rothstein (2007) state some ways to design a magazine. Below is a list of design strategies for these niche magazines. Addressed individually, each can improve a publication tremendously. Tackled together, the list represents a full-scale redesign.

Below is a list of design strategies for these niche magazines. Addressed individually, each can improve a publication tremendously. Tackled together, the list represents a full-scale redesign.

1. Define Mission and Editorial Direction

Before publishers, editors, and designers analyze a magazine's look and feel, the mission and goals of the magazine must be established. Regardless of a

publication's size and subject, critical questions need to be answered: How has the content evolved over the years? Who is the current competition? How has the readership changed? How has the publication's Web presence affected the print edition? And finally: Does the design of the magazine reflect its editorial voice? Armed with the responses to these questions, the redesign process can begin.

2. Examine Size, Paper, and Use of Color

At the earliest stage of a redesign, it is wise to explore three production specifications: trim size, paper stock, and use of color. Even the slightest reduction in trim can yield significant savings, both in paper cost and in mailing. Often the paper stock's weight, color, and texture are taken for granted, but it is worthwhile to investigate alternatives not only for cost, but for look and

feel as well. Even when the decision to change the trim or paper has cost-saving origins, both changes can help redefine the magazine's identity. For example, a smaller size becomes a distinctive characteristic, helping set apart the magazine from its competition.

It is also important to evaluate the use of color. For most large magazines, and even for some small magazines, four-color (CMYK) printing is an assumed production expense. Publications with smaller printing budgets tend to use two colors throughout (generally black and a spot color), yet a second color is usually unnecessary. It often feels tacked on or is poorly integrated into the layout. With the right typography, black ink alone can create color on the page. And if the budget is limited, investing in one or two full-color signatures to reproduce some art in full color gives a stronger visual impact than sprinkling a single color throughout. Black-and-white art can be used to illustrate departments, while full-color art is best saved for the feature well, where more space can be devoted to it.

3. Maximize the Art Budget

It is not unusual for the staff of a small magazine to work without a predetermined art budget. When art is purchased without a budget in mind, magazines often end up spending more than they expect due to inaccurate estimates and hasty decisions. Stock art can be deceptively expensive and rates vary greatly from agency to agency. Another common though well-intentioned mistake is using free art (publicity photos, head shots, or reproductions of book jackets, for example), which usually adds pointless clutter and lends a feeling of desperation to the pages. Regardless of its size, a budget must be established in order to develop a realistic strategy for art direction and art research. It is also imperative that the magazine is designed with its art budget in mind, taking into consideration the rhythm and flow of an entire issue. With a modest budget, less is more. Art direction should focus on commissioning a few spectacular pieces rather than spreading the budget too thin. Consider whether each feature needs to have a piece of art, and if standing art

can be commissioned for recurring departments. Illustration and photography provide natural resting places for the reader, and their placement is an opportunity to highlight an important feature. Innovative typographic solutions for headlines can also provide drama to significant features without the expense of purchasing art. Departments, and shorter features that do not have artwork, should have uniform treatments for headlines, subheads, and pull quotes, establishing a consistent look and feel to the magazine.

4. Create Hierarchy

The pacing of the magazine must express the editorial hierarchy. Designers and editors work closely to decide where the visual emphasis should be and how best to organize the various departments and sections. Meanwhile, all the elements of the magazine should be evaluated:

- a. **LOGO.** The logo sets the tone of the magazine and should inspire the design of both the cover and the interior. Often the logos of small intellectual magazines, especially academic journals, do not provide a strong enough anchor for the cover: The typography is frequently poorly executed or too delicate. If this is the case, it is preferable for a publication to develop a new or updated logo in conjunction with a redesign.
- b. **COVER.** The logo and the cover fonts must complement each other—it is important that they work together to create both contrast and balance. Consistent use of typography and art on the cover strengthens the magazine’s recognition factor, which is critical on the newsstand. Also, the cover art should not attempt to portray every article in the magazine; instead, it should have a strong focal point expressing the main feature article or overall theme of the issue. Finally, continuity in mood and style between the cover and the interior is also important.

5. DEPARTMENTS AND FEATURES.

Departments are short sections that provide information in brief, while the feature well is an opportunity to slow down the pace and pull the reader into longer articles. One of the most common mistakes small intellectual magazines make is a lack of visual differentiation between departments and features. Often, departments have no clear entry points and no graphic indications signaling a new section. As a result, columns, departments, and features all blend into each other. This lack of discernible organization is confusing for the reader and gives the magazine a feeling of disorder. Consistent openers and dedicated layouts for columns and departments help distinguish departments from features. A redesign is also an ideal time to create new sections that bookend each issue. For example, several short articles can be joined together to create a department in the front of the magazine, creating a space for different points of view and breathing a new life into the magazine.

6. TABLE OF CONTENTS.

Readers should be able to easily locate everything they are looking for in the table of contents, including their favorite writers. For many small magazines, the design of the table of contents is an afterthought, but even for readers who do not dwell on the page, it is valuable for establishing the hierarchy and tone of the magazine.

7. Establish an Interior Grid

Another typical mistake of small magazines is an inconsistent or limited grid. Single-, two-, three-, and four-column layouts may not maintain the same margins. Or the entire magazine might be designed on a single column width, resulting in mechanical, monotonous pacing. The grid should be the foundation of the design. Regular margins and different column widths for departments and features yield a more thoughtful and dynamic magazine. Inexperienced designers often think of the grid as limiting, but once the structure is established, it is possible to use it to create limitless variety, for example adding white space to create breath and color on the pages. This is especially true of the feature well, where there is more freedom to loosen certain design constraints while maintaining the grid.

8. Refine Typography

The typography is the soul of the magazine and requires the most nurturing. The lack of typographic standards, superfluous fonts, and awkwardly paired typefaces are a few of the offenses often committed. Magazines with thoughtless type can look unkempt, distracting readers and making them uncomfortable. Badly styled type is hard to read. Fortunately, with the proper attention to detail, order can be restored. After the selection of an appropriate body typeface—a typeface that is well matched to the spirit of the magazine—its proportions and styling must be carefully considered: its weight and leading, as well as hyphenation and justification. It is also

essential that the body text use proper small caps and old-style numbers (their ascenders and descenders blend more evenly into the rest of the text). Attention to these details improves the legibility of the page and keeps the reader engaged and focused on the content. The integration of a secondary typeface (usually a sans serif) and display fonts rounds out the typographic essentials. Drop caps, pull quotes, folios, slugs, and other type elements, used consistently, can also help give the magazine a distinct graphic personality.

9. Use Ads Strategically

Small, independent magazines often have a large number of partial ads combined with an overall layout that fails to distinguish between the ads and the editorial content. This problem occurs when a magazine's grid is ill-defined and the partial ads are placed haphazardly, wherever they fit. The placement of ads (partial and full-page) should enhance the rhythm and pacing of the magazine, not interfere with it. Ads should be placed opposite the openers to departments or sections, and never in the middle of a section or in the feature well. Half-page ads should be stacked together to create full pages, and quarter-page ads should be paired to create half-pagers. Redundant ad sizes should be eliminated; for example, there is no need to offer a half-page vertical ad size in addition to a half-page horizontal.

10. Organize Work Flow

Small magazines frequently work with outside design consultants or design studios that help editors not only navigate the redesign process, but streamline the production of each issue as well. After the redesign, a design studio often continues to provide on going art direction and design for subsequent issues. Alternately, the redesign can be conceived with the goal of making the magazine entirely self-sufficient in its design and production. Regardless of which route the magazine takes for subsequent issues, the consultant can provide training and job descriptions for in-house staff, outlining design and production responsibilities. More efficient work flow can save valuable

time and resources for a small staff. Other production improvements that should be evaluated include updating technology and software (switching from Quark to InDesign, for example), sending hi-res PDFs directly to the printer, and streamlining how content is published to the Web. Just as all magazines are unique, the redesign process must be customized to fit a publication's individual needs and resources. The strategies outlined in this article are a starting point when considering how to improve the look and feel of small magazines of ideas.

2.3 Traditional Game

There are some definitions of traditional games according to some experts. Bishop and Curtis (2005) as cited in Hidayat (2013) define traditional games as games which have been handed down from one generation to the next generation and it contains the value of good, positive, valuable and desirable. Then, Indonesia as the archipelago country which consists of thousand islands and different culture has a large number of traditional games.

Games are quite interesting and cannot be separated from children's life. It is not something without any meaning since we can use them as the learning media that are interesting and enjoyable for children. By using games, children also will learn and accept a new knowledge faster than using conventional ways as games are very interesting and enjoyable activities which are far from the boredom. Games are not waste activity but there are a lot of messages, educational and cultural values, such as togetherness, honesty, discipline, etiquette, esthetic, and personality (Hayuningtyas, 2005, p.7). In additional, games are able to explore children's fantasy, imagination, moral, emotional, and creativity (Hurlock, 1980, p.122). So that, traditional games are good for children's growth in socializing in daily life and it has many messages, educational and cultural values.

2.3.1 Examples of Children's Traditional Games

Traditional games are played by all range of ages. In fact, some adults like to play games usually played by children. As the focus of this final report is about children's traditional games, the following section discusses some of them in more detail. This part will explain five of the most favourite children traditional games in Indonesia. are *Ambulan/Wayang/Poster*, *Bentengan*, *Cetoran*, *Ekar*, *Giring Ban*, *Dang Adangan*, *Kudo-Kudoan* and *Prok Prokan*, *Pantak Lele*, *Polisi Vs Bandit*, *Sepak Tekong*.

Ambulan

This game has many different names. in Palembang this game has 3 different names. there are *ambulan*, *poster* and *wayang*. This game is popular called *Ambulan*. "Ambul" means the cards which must be pitted by toassing on the air.

Bentengan

Bentengan is the traditional games for kids in era 1990s. This game is very popular among kids especially boys. This game teaches the children about the strategic skills, team work and acceleration skills. It means that the children will need to use the kind of war strategy to win the game, work as a team, to save their foe and to catch enemy, and run as fast as they can to catch or to dodge the enemy. In conclusion, *Benteng* is the kind of war simulation game but without using any weapon.

Benteng is not really popular in the modern era. Children sheldom play this game. The development of technology almost makes this game extinct. Since children mostly like to play with their gadget and they even can play the war simulation game in their gadget without using their stamina to run.

The History of the game, this game has existed for a long time since the era of Indonesia independent. *Benteng* describe the fight of the Indonesianese in getting their independent and fighting the Dutch colonial. This game can be won by the group of player if they can reach the thing marked as their fortress. This rule pictures the fight of the Indonesian youngsters when they tried to take over the fortress from the invaders from another country. The name *Benteng* is came from the Indonesian language which means fortress.

Cetoran

This game is also linked to the war simulation. Many boys love this game because in this game, the player uses the thing called *Cetoran* as the wpon. *Cetoran* is popular among Palembang boys because they can really shoot the enemies like the real war and work as a team together. It is also because most boys prefer to play the war game with the weapon. The name *Cetoran* is taken from the sound produced by the bamboo with the size of 30-40 cm and the diameter $\frac{1}{2}$ cm until 2 cm. The bamboo is the “*Cetor*”. The following are the material for making *Cetoran*.

Ekar

Ekar is traditional game also known as Marble. It is a small ball which is made of glass that is shaped roundly. This game is usually played by boys because this game requires skills. History of the game, this game is a popular game in its era, not only in Indonesia but also in other countries. One of them is France. This game was started from France then spreaded to the other countries like Egypt and Greece. Even Ekar is also played in Rome.

Giring Ban

There are two main instruments in playing this game. The first is used tire. Tire, which is usually bicycle used tire. Remember, only the tire which has separated with its wheels is used in this game. The second is leading stick or “*Cutik*”,

or in Palembangnese language is called *gagang*. This stick is made of used broom stick, or it can be from bamboo. One of the edge of the stick is completed with a slider made of used tin. Or it can be made from tree branch combined with wire. The wire is twisted to the branch. Or the other choice is the children can use everything which is like stick. No other things to deny them from playing this game

Gobak Sodor/ Adang-adangan

This game is one of the popular games in Indonesia. It even becomes a competition till now. This game needs strategy and speed in taking on the opponents and catch them. This game is a favourite either by boys or girls. The History, iterally, this game is originated from the words gobak and sodor. Gobak means moving, while sodor means lance. In the past, the soldiers of Indonesia played this game. They played this game as a simulation of war and fought with the colonizer. At that time there was also a game named sodoran which means a lance with a blunt end.

Kudo-Kudoan and Prok-Prokan

Kudo-kudoan is an instrument for playing made from midrib of banana leaves with the length about 70 centimetres. The front of the midrib is shaped like a ponytail. This game is played by 2 persons or more aged 5-11 years. It is played by jumping and running, two persons or group. This game is played in an open field. This game is similar to Kuda Lumping. Besides as a game, *Kudo- kudoan* is also competed in a race that means the fastest is the winner.

Prok-prokan is made by peeling the midrib of the banana leaves same as the picture. The way to pay is after the peeling is done, then with hand it is directed to the front of the top so the peeling can closed succesively and produce the sound. It needs a bigger midrib. The procedures are shaping open and close the midrib into model like a gun and slash it. So that the midrib can open-close and produces the sound “Prok” like a sound of shooting.

Pantak Lele

Pantak Lele or Gatrik is the traditional game which uses two thin bamboo/wood sticks with the length of 30 cm and 15 cm. There are also 2 brick as the support for the bamboo. *Pantak Lele* must be played at the open field and on the flat surface, because it can help the player to catch the stick. There is no clear history about this game, but this game has existed for a long time in Indonesia. To play this game, the player uses two bamboos/woods and two bricks for playing.

Polisi VS Bandit

This game is not as famous as other traditional games. However, most of children in the village play this game, it needs a lot of people to play, so it will be more interesting and fun. History of the Game, most of people don't know about the history of this game, but this game has story. This game will make you to work hard and work as a team. This game needs strategy and feeling too.

Sepak tekong

Sepak tekong is a kind of game that similiar as hide and seek. However, the differences is only in how to play the game. There is possibility that this game is also played in your place, but it's called with different name. The name *Sepak Tekong* comes from the word Sepak and Tekong. *Sepak* means kicking and Tekong means hide again. So, *Sepak Tekong* means kicking Kereweng (the pieces of roof), if the player can kick the Kereweng, the other players must quickly hide somewhere. Usually, this game is played at the yard which has many hiding spot. Children like to play this game during the twilight time. Usually, this game ideally is played by 6-11 players.

2.3 Magazine

A magazine is a publication that is issued periodically. It generally contains essays, stories, poems, articles, fiction, recipes, images etc. Magazines are directed at general and special audience, often published on a weekly or monthly basis. According to Johnson and Prijatel (2006, p.14) Magazines are printed and bound publications offering in-depth coverage of stories often of a timeless nature.

They mention a magazine still represents the idea of a bunch of thematically-related content put together as one package. A magazine can also be considered as a cabinet of curiosities; i.e. a display case in which interesting, unusual and occasionally 'eccentric' objects are collected and displayed as a conversation piece or an expression of the writer's wide-ranging interests or tastes. The readers are treated with a fascinating, mind-expanding and unique set of wonders they had never dream of.

2.3.1 Types of Magazines

Today, there are many types of magazines. Those magazine can contain education, entertainment, health information, business, stories, articles, fiction, recipes, images etc. According to Kerala (2015) types of magazines are as the following :

1. General Interest Magazine

This type of magazine is published for a wider audience to provide information, in a general manner and the focus is on many different subjects. The main purpose of a general interest magazine is to provide information for the general audience. It is written by journalists, freelance writers or staff correspondents of the magazine. These periodicals may be quite attractive in appearance, with articles often heavily illustrated with photographs. The language of these publications is geared to any educated audience. There is no specially assumed target audience. More interest and a certain level of intelligence is only

required to read and enjoy such magazines. These are usually published by commercial enterprises, though some are published by professional organizations.

2. Special Interest Magazine

Special interest publications are magazines directed at specific groups of readers with common interests. Most special interest magazines cater to any specific interests or pursuits. For instance, there are magazines that cover sports, news, fashion, business, music and so on. While some attempt to cover all aspects of a broad subject, others are concerned only with a particular element of the general subject. Specialized periodicals also serve most professions, industries and organizations.

Special interest magazines have been growing in recent years, not only in terms of the number of readers, but also in the increasing number of consumer advertisers who have seen the benefits of the medium. Circulation varies for a special interest magazine. But, even though the circulation is small, it is usually stable over the short term and offers an advertiser a well-defined market. Obviously, for a specialist product, there is no better place to advertise than in a magazine which concerns itself directly with the product area, such as gardening or photography. Special interest magazines into the following genres based on their content and target audience:

a. Farm Magazine



These are magazines featuring news and information pertaining to the agricultural sector. It is a resource for farmers and vendors of farmers' markets. There are various farm magazines that contain information about various farming equipment, farming practices, ideas and technology suitable to small and big farms, raising unusual livestock, growing high-value crops, direct marketing of their products to bring in more income and many more articles that could provide information to the farmers who are their target audience. They also share the success stories of artisans and farmers, on government policies and programmers and also about how to promote their business by reaching new customers and develop value-added products. For example Urban Farm magazine and Farm & Ranch Living magazine.

b. Sports Magazine



A sports magazine usually features articles or segments on sports comprising of many photographic images and illustrations. Some magazines concentrate on all general sports news and related issues while others concentrate on specific sports or games such as football, baseball, athletics etc. However the common aim of any sports magazine is to take fans inside the game and provide a mix of columns, features, profiles of their favorite players, scores, statistics and analysis of the game. Moreover, the purpose of sport magazine is to inform news and information about sports, reviews, interviews, expert advice, player profiles, season previews, predictions and pre-game analysis as well as quality photos are some of the main ingredients in a sports magazine. For example Sports magazine and Triathlon magazine

C. Business Magazine



Most of these magazines are dedicated to the dissemination of information related to particular business areas like accounting, banking, finance, international business, management, marketing and sales, real estate, small business etc. They explore latest news and reviews on current trends in the world of business. Business magazines offer readers an unparalleled look at business and economic news, with incomparable access to business drivers around the globe. It also provides the most recent news about trends and developments in global business, financial markets and personal finance. For example Elite Business magazine & Platinum Business magazine.

D. Environmental Magazine



The aim of this type of magazine is to provide information about environmental issues and to share ideas about our very diverse and dynamic environment so that

readers can live more sustainable lives and connect themselves to ideas and ongoing efforts for change, as well as for building a more just and sustainable future. They cover everything environmental - from the big issues like climate change, renewable energy, toxins and health to the topics that directly impact the readers' daily lives: population, poverty, consumption and the environment in general. In-depth reviews of major policy reports, conferences, environmental education initiatives, environmental reports and photos from around the world with an emphasis on human involvement in an environmentally changed scenario are some of the highlighted features of environmental magazines. For example Conservation Magazine and Simply Green magazine.

E. Entertainment Magazine



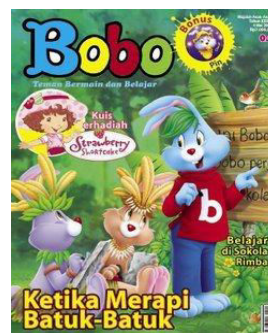
Entertainment magazines are usually glossy in nature and provide entertainment. They usually carry news, original stories, scandals, gossips and exclusives about celebrities in various entertainment fields such as film, music, TV, fashion and related similar areas of the industry. Cultural criticism, beauty, lifestyle trends and shopping guides also find expression in such magazines. As its main focus is on celebrity fashion or lifestyle, it is graphically rich in nature, featuring many photographs or other images. For example Vogue magazine and Boutique Magazine.

F. Automobile Magazine



Automobile magazines offer a rich and varied examination of the automotive universe in all its forms, illustrated with vibrant photography. They present interesting automotive news in the industry and celebrate the automotive lifestyle and its personalities, past and present. It also offers insights into emerging trends in the industry and also creates images of whatever comes next in the written and visual form. Updates in motor vehicle arena such as newly arrived cars and bikes, contemporary style of vehicles, recommendations to buyers, reviews of newly launched vehicles are some of the attractive elements in these magazines. For example Auto Mobile magazine and Sport Auto magazine.

G. Children's Magazine



The main aim of children's magazines is to engage children to learn new things through entertainment and to provide memories that last a lifetime. The content is delivered through colourful images, read-aloud stories and various fun activities that both the parent as well as the child can enjoy together. Children's magazines are designed to set young children on the path to become curious, creative, caring,

confident individuals through reading, thinking and learning with a wide variety of stories, puzzles, crafts, games and activities. 3D children's magazines are now on sale in Kerala. For example National Geographic Kids Magazine and Bobo Magazine.

H. Women's Magazine



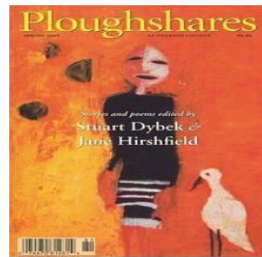
Women's magazines play a variety of roles as educator, family counsellor, beauty specialist and life style expert. Women's magazines, on many occasions, have become an arena for debate and promotion of education for women. The personal nature of the content also makes it a unique material specifically for women. The gorgeous photographs, engaging designs and innovative styles make them attractive. The outlook of a women's magazine is an intelligent perspective that is focused on personal style - the way women actually look, think and dress. They reflect the spirit of today's woman - changing with the times, moving with trends, styles and fashion. For example New Woman Magazine and Femina Magazine.

I. Men's Magazine



Men's magazines bring the latest style tips, travel guides, lifestyle improvement, offering advice and information useful to men on a variety of topics including money, health, sports, cars, adventure, politics and so on. Men's magazines use masculinity as a marketing tool. For example Men's Health magazine & Men's Fitness magazine.

J. Literary Magazine



literary magazine is devoted to literature, usually publishes short stories, poetry, essays, literary criticism, book reviews, biographical profiles of authors, interviews and any content related to literature. Its aim is to promote literature, encompass an overall sense of the word, preserve indigenous literature and provide a platform for creative writers through its articles. For example The New Yorker magazine and Ploughshares magazine.

Actually there are several other types of magazines in the special interest magazine genre. Magazines on architecture, art, computer, customer, film, health, history, horror fiction, luxury, music, political issues, public relations, satire, science fiction, shelter, trade, wildlife etc. are some among them.

2.4 Preserve

Preservation involves understanding spiritual, ritual, or cultural perceptions of value for specific objects, and ensuring these values are maintained and respected. Meaning is something assigned to objects of cultural or spiritual significance based on interpretations and perceived values by user populations, a process known as social construction of an object (Barker, p.77).

2.5 Culture

Culture has many definitions, and it affects everything people do in their society because of their ideas, values, attitudes, and normative or expected patterns of behaviour. Culture is not genetically inherited, and cannot exist on its own, but is always shared by members of a society (Hall, 1976, p.16). According to Tylor (1958, p. 1) culture or civilization is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society. Hofstede (1980, p. 21-23) defines culture as “the collective programming of the mind which distinguishes the members of one group from another”, which is passed from generation to generation, it is changing all the time because each generation adds something of its own before passing it on. It is usual that one’s culture is taken for granted and assumed to be correct because it is the only one, or at least the first, to be learned.

2.6 Preserve Culture

Ioannides (2012) states It is important to preserve cultural heritage for the future and make it long-term accessible for humanity. This can be achieved by digitization (photo, 3D scan). A digitized cultural heritage object, like a 3D-model of a vase, is useless without additional information for documentation and retrieval purposes, the so called metadata: How old is the vase, what is it made of, who is the current keeper. Based his states preserving can be done by media of promotion or written document. From all above it can be concluded that preserving culture means protecting the culture by promoting the culture to the culture to the public in order prevent the culture extinction.

