

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter will discuss the theories related to the focus of this study, they are: booklet, design and carving.

#### **2.1 Booklet**

Nowadays, people get information easily from internet. Informations flows fast. Few years ago, before internet was exist, people use manual media such as book, magazine, newspaper, or booklet. Therefore, the source of printing media is clearest than the information from internet. One of the printing media is booklet.

According to *Balai Pengkaji Teknologi Pertanian – BPTP Jambi* (2016: 1), booklet is a thin and small-sized book, it is not more than 30 two-sided sheets which contains of writing and drawing. Meanwhile Zainuddin (2009) states that 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 era. It is in line with Yudita (2013). She says that a booklet is a mass communication medium which has a purpose to deliver promotional messages, suggestions and prohibitions to community.

Moreover according to Hezty (2013), there are two functions of booklet.

##### **1. External Function**

The function of booklet as external function is the top actor in marketing activity. Booklet is a tool to share and reach the candidate of consumer, finally the consumer will interest to use the product from some company or institute.

## **2. Internal Function**

The function of booklet as Internal function is as information source and reference about product of some company or institute. This is important thing for people in the rank of company to have standard references in understanding profile and product of some company or institute. Booklet has a function as main media to share Information.

### **2.2 Design**

According to International Council of Societies of Industrial Design – ICSID (1999), design is a creative activity that reflects the diversity of shape and the quality of the system, like a circle interconnected. Furthermore, the Cambridge Dictionary of American English (2015), states that design is the creation of a plan or convention for the construction of an object or a system as in architectural blueprints, engineering drawings, business processes, circuit diagrams and sewing patterns. Based on Sachari (2005: 7-8) Design is center line, sketch, planning, such as art activity, idea about something that will created.

#### **ICSID (1999) gives 5 methods of design as follows.**

1. Exploding is looking at inspiration by thinking critically to create some design that have never create before
2. Redefining is reprocess some design to be different shape or pattern better than last design
3. Managing is create some design continuously
4. Phototyping is repairing or modification of design from the old design
5. Trendspotting is make some design based on trend that exist at certain times

### 2.3 The elements of designing the booklet

Rochester (2017), give 7 elements of design as follows.

1. **Line**, a path created by a moving point, mark or object. It is a dot that takes a walk. Line can be straight, swirly, wavy, jagged, dotted, dashed, broken, thick, thin, zig zag, diagonal, vertical, horizontal, curved, bold, parallel or perpendicular.
2. **Shape**, a two-dimensional (2D), flat enclosed area. When a line crosses over itself it creates a shape. Examples of shapes could be geometric, organic/natural, irregular, circle, square, rectangle, diamond, oval, crescent, heart, triangle, octagon.
3. **Color** The element of art derived from reflected or absorbed light. Color adds interest and mood to a work of art. It is also referred to as "Hue". The primary colors are red, yellow and blue. The secondary colors are created by mixing the primary colors. They are purple (violet), orange and green.
4. **Texture** How something feels or looks like it would feel if you could touch it. There are two kinds of texture: Real (how something actually feels, such as a sculpture) and Implied (when an artist paints or draws a texture but it is artificial).
5. **Form** Objects having three dimensions (3D), or height, width, and depth. You can walk around a form. Examples of form can include cubes, cylinders, and spheres.
6. **Value** The lightness or darkness of an object. The degree of lightness or darkness. The effect of light and shade in a picture. Value vocabulary includes tint (adding white to make something lighter), shade (adding black to make something darker) and hue (the true color). Shadow, highlight, and light source are also some vocabulary words to consider with this element of art.
7. **Space** The element of art that refers to the emptiness or area around or within objects. Positive space refers to the part of the artwork that takes up space.

Negative space is the area around that object. This element of art also refers to the "parts" of the picture... Foreground, Middleground and Background.

8. **Size is a number that indicates the magnitude unit of measure or an object. The size of booklet is not more than 20 cm.**

## **2.4 How to Design a Booklet**

According to Weedmark (2015:p.1), design booklet can be done using Microsoft Publisher program. The following steps of making booklet through Microsoft Publisher program.

### **1. Selecting a Booklet Page Design**

- Open a blank publication. Click the Page Design tab and then click the Size icon. Select More Preset Page Sizes at the bottom of the drop – down menu.
- Click the Booklets folder. Other folders contain other page sizes.
- Select any booklet that suit to the project. For a booklet made from letter – sized paper that is folded in landscape mode, select the first 1/2 Letter Booklet option, which has page sizes of 5.5 by 8.5 inches. This booklet generates four pages per sheet of paper. The first and the fourth page are printed on one side of the sheet, with the second and third pages on the other side so when folded the sheet in half, the four pages can be read in order.

### **2. Adding Text to the Booklet**

- Click the Insert tab and then Click the Draw Text Box icon. Drag the cursor over the first page to make the title appear. If align the text box perfectly over the margins after release the mouse button. This behavior is normal and it ensures that the text inside the text box will be alligned with the page margins.

- Type or paste the title in the text box. Highlight the text by dragging the cursor over every letter to format it. click the Home tab and select a Font, Font Size and Alignment for the title.
- Draw text boxes on each of the other pages. Begin typing the content for the booklet in the first text box after the title or paste it from another document. When there is too much text for the box, an Overflow Indicator appears on the border. Click the Overflow Indicator again to link it to the third, then link the third text box to the fourth until the four – page booklet is filled.
- Highlight all of the text by clicking the first text box containing the booklet’s content and pressing Ctrl + A. Click the Home tab and format the text as desired. To use headings in the booklet, highlight the heading and then select a style from the Style icon in the Home ribbon.

### **3. Adding Images to the Booklet**

- Add images from your computer by clicking the Insert menu and then clicking Pictures. To find images using Bing Image Search, click Online Pictures.
- Drag any corner of the image to resize it without distorting its aspect ratio. To move an image, just drag it until it appear.
- Right – click the image and click the Text Wrap icon to adjust the way text wraps around the picture. By default, Text Wrap is enabled, but that make the image appear beneath the text, over the text, or have it in – line with the text.

### **4. Printing the Booklet**

- Click the file tab when the booklet is ready to print. Select Letter – sized paper in the Settings section and then examine each page in the Preview window. Click the Arrow beneath the preview to examine other pages.

## 2.5 Carving

According to Eristriana Friwka (2017) Carving is display or composition through decoration by concave pattern (*kruwikan*) and also convex pattern (*buledan*) and arranged to beautiful picture. It is in line with Syafi'i and Rohidi (1987:6), they states that wood carving is a creation from picture and created by the carving tools, so the flat surface will be uneven surface (*kruwikan* and *buledan*). Moreover based on Sudarman and Sukijo (1979:1) carving is scratching or sculpting the letter and picture on the wood, metal or stone so created the concave pattern and convex pattern or also flat appropriate from the design. They states that wood carving is plank or wood carving pattern created by carving technique and have concave pattern (*kruwikan*) and convex pattern (*buledan*).

According to Bastomi (1982:3-4) there are 6 kinds of carving that created by carver:

### 1. Convex carving

Convex carving is the pattern of convex pattern. The kinds of this carving rarely using in a relief.

### 2. Concave carving

Concave carving is the pattern of concave pattern.

### 3. Stack carving

Stack carving is some pattern that have a structure, for example the pattern of big leaf is under the the pattern of small leaf.

### 4. Line carving (*cawen*)

Line carving only using in the line of picture. This kinds of carving usual using on the metal to make sketch carving (silver carving).

### 5. *Takokan* carving

*Takokan* carving is carving that do not use a frame. This carving only show the border side of carving.