

CHAPTER II

LITERATURE REVIEW

2.1 Booklet

The booklet term comes from a combination of the words “book” and “leaflet” (Gustaning, 2014). According to Simamora (2009, p.71), a booklet is a small and thin book, which is no more than thirty pages and the selection of paper sizes is good and precise. Additionally, Maulana (2009, p.174), a booklet is a medium to deliver messages or information, whether in the form of sentences or pictures. The writer concludes that definition of booklet is a book with no more than 30 pages to convey messages or information in the form of writing or pictures.

According to Hezty (2013), the function of booklet is divided into two parts: the internal function and the external function. First, the internal function of a booklet is becoming a source of information and references. It can be use for people to find the information what they need. Second, the external function of a booklet is for promotion media. For example, a company offers their products with visitors by displaying almost all the products produced by company with all the details, specifications and prices in a booklet, so it can help visitors are easier to find the product they want. The writer summaries that the functions of the booklet are a source of information and promotion media in order to for make the product known by the public.

2.1.1 Booklet Design

Actually to design a booklet does not different from designing a book. According to Sudiana (1986) to design a booklet people should be focus on the layout of booklet to make it more interesting. The layout will be successful if contains quality in unity and simple, meaning that managed to arrange the layout simple, uncluttered, and it is helpful in easing the reader during digesting the message in booklet. Additionally, according to Arsyad (1996), there are six

elements of booklet that must be considered when designing a booklet. 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. It can make booklet neater.

b. Format

Use one column for long paragraphs and two columns for shorts paragraph. Do not forget to separate the paragraphs which have different main idea of the text.

c. Organization

Use grid box form to separate each part of text. Organize the text as good as possible to make the reader get the information easily.

d. Attractiveness

Introduce each part with something interesting, like adding a picture, so it can encourage the needs of the readers to find information in a booklet.

e. Font Size

Use Arial font face with size 11. Avoid capital letters because it makes the reading process difficult.

f. Space

Use the space to add some contrasts. This space could be: the space around title, margin, column space, opening paragraph space, line space and paragraph space. It is important to provide the reader's concentration.

Meanwhile, Sitepu (2004) describes a booklet as one of graphic design as described below:

a. Line

In graphic design, line is divided into four: vertical, horizontal, diagonal and curve. Line is used to separate two parts of contents.

b. Shape

Shape is a form of area which shaped because line, color, dark-light hatching or texture.

c. Space

Space is used to give a chance for readers to relax in reading, especially for long paragraph. It is also gives a sense of tidiness and wideness.

d. Texture

Texture is the visual elements that show a sense of surface; it is used to achieve such a form, both real and apparent.

e. Color

Color gives the impression of the message. For instance, red impresses passion, excitement, and spirit. Or purple impresses pallor, walt and not spirit. The combinations among colors give a visual impression in graphic design.

2.1.2 Booklet Binding Methods

Since booklets combine more than one sheet of paper, these sheets need to be bound together. The binding techniques depend on the amount of paper and how professional the client needs the booklet to look (Empire Creative Marketing, 2015).

- a. Saddle-stitch (stapling) is the most popular booklet binding method. It is cheap, looks nice and fast printing. Booklets with a high page number are bound using the other sophisticated binding techniques, usually “wire-o” binding or “perfect” binding.
- b. “Wire-o” or spiral bound is popular for inter-company presentations as it is practical, but not very formal.
- c. “Perfect” bound is the binding technique used for most books, and is also known as adding a “spine”. This is the ideal choice for brochures and

catalogs with a high page count that need to be formal, professional and long lasting.

2.1.3 Strengths and Weaknesses of Booklets

There are two strengths of booklets. First, booklets can be learned any time because of the book shaped design. Second the booklet has more information capacity than poster (Kemmer and Close, 1995). In addition, Ewles (2011) says that there are nine strengths of booklets:

- a. Booklets can be used as medium for self learning
- b. Booklets can be studied easily
- c. Booklets can be used as information for families of friends
- d. Booklets reduce the need of notes
- e. Booklets are easy to be made, copied, corrected, and adjusted
- f. Booklets are durable
- g. Booklets have simple design and low cost
- h. Booklets have more information capacity
- i. Booklets can be addressed to particular segment

Although booklets have many advantages, Ronald (1994) states that the booklet also has some weaknesses. There are four weaknesses of the booklets:

- a. It takes a long time to print booklets
- b. It is difficult for booklets to show motions to attract attention of readers
- c. It reduces people's intention to read the media, if the information in a booklet is too much.
- d. They need a good care, because they are broken and lost easily.

2.2 Historical Tourism

Historical tourism is traveling to get experience when people visit the places or do activities that authentically represent the stories and people of the past, including: historical, cultural and natural resources (National Trust for Historic Preservation, 2003). Texas Historical Commission (2006) defines

references historical tourism as travel that directs people to get experience about the heritage of the city to intend the tourists to learn about local customs, traditions, history and culture. NATHPO (2003) also adds historical tourism focus on stories, artistic, scientific, and lifestyle or heritage of people and places that have a culture or history that characterizes the place.

The writer concludes that definition of historical tourism is an activity of traveling to visit the historical places for a specific purposes, for example to learn about local customs, traditions, history or cultures. Historical tourism is focused on stories, artistic, scientific, and lifestyle or heritage of people and places in the past.

2.2.1 Criteria for Being Historical Tourism Destinations

A building which can be defined a cultural heritage building must have a criteria to become a historical tourism destination. According to Pontoh (1992), and Catanese (1986), cited in Sutanto (2015) there are seven criteria of the building for being historical tourism destination:

- a. A building must have related to standard architecture buildings, including form: style, structure, layout, and ornament in the past.
- b. A building must be maintained not to happen something harmful for the community around the building.
- c. A building must have a object that represent in each individual must relate with others.
- d. A building heritage objects are not owned by other regions.
- e. A building must has historical value of the building or the site of the occurrence of an historical event.
- f. A building must have advantages or uniqueness during the establishment of a building.
- g. A building must have a strategic location, because it can increase the value of the area around it.

2.2.2 Types of Historical Tourism Destinations

According to Zharfa (2013) there are five types of historical heritage:

- a. Writing, such as: inscription and codices.
- b. Building, there are: temple, fortress, mosque, and palace.
- c. Things, there are: fossil, artifacts, and statue.
- d. Artworks (not material), there are: traditional dance, fairy tales or folklore, traditional song, and performing arts: *wayang kulit*, *wayang golek*, and *ogoh-ogoh*.
- e. Traditions and customs.

2.2.3 Benefits of Visiting Historical Tourism Destination

People can get some benefits when they visit historical tourism destination, Subarka (2016) defines there are four benefits of visiting historical tourism destination, they are: relasing boredom, add knowledge, being close to god, and improve self quality.

The first benefits of visiting historical tourism destination is releasing boredom. When people visit historical tourism destination like a mosque or church, they can get positive energy so it can make their mind and body be fresh so they can be passionate again. The second of visiting historical tourism destination is add knowledge. People can get a lot knowledge, because in historical tourism destination there are some stories and things that people do not know before. The third benefits of visiting historical tourism destination is being close to God. People can become close to god when they visit mosque or church, because in there they are more humble in worship. The last benefits of visiting historical tourism destination is improve self quality. When people visit historical torism destination, they can improve their self quality, because in historical tourism destination there are many stories and experiences of people in those days. For example when people visit a museum, they can learn how the heroes against the invaders or surviving the war, it can make thier self better than before.

2.3 Palembang Historical Tourism Destinations

Palembang as the capital city of South Sumatra is not only as the center of governance but also as the center of trade, industry, and tourism. This 13-century-old city has left many interesting historical traces to explore. Chronologically, the legacy came from the time of the Kingdom of Sriwijaya, Palembang Darussalam Sultanate, and The era of colonialism Netherlands and Japan (Dinas Kebudayaan Pariwisata Kota Palembang, 2014).

According to Dinas Pariwisata Kota Palembang (2017), there are several historical tourism destinations in Palembang city into four sections: the tourism destinations from the Kingdom of Sriwijaya, the tourism destinations from Palembang Darussalam Sultanate, the tourism destinations from Colonialism Netherlands, and the tourism destinations from Colonialism Japan.

- a. The tourism destinations from the Kingdom of Sriwijaya:
 1. Taman Purbakala Kerajaan Sriwijaya (TPKS)
 2. Museum Bala Putra Dewa
 3. Bukit Siguntang
- b. The tourism destinations from Palembang Darussalam Sultanate:
 1. Mesjid Agung
 2. Mesjid Lawang Kidul
 3. Mesjid Kiai Merogan
 4. Benteng Kuto Besak (BKB)
 5. Kawah Tengchurep
 6. Bagus Kuning
- c. The tourism destinations from Colonialism Netherlands:
 1. Monumen Perjuangan Rakyat (MONPERA)
 2. Kantor Ledeng (Kantor Walikota)
- d. The tourism destinations from Colonialism Japan:
 1. Ampera
 2. Bunker Pertahanan Jepang