

CHAPTER II

LITERATURE REVIEW

This chapter presents literature review of designing, booklet, Kampung Arab Al-Munawar and teenager.

2.1 Designing

Before making a product, people usually make concept for the product and describe the concept by using some ways. The process called designing. Designing are to plan and to fashion the form and structure of an object, art work, decorative scheme, etc (*dictionary.com*). Designing means transforming process the given problem statement into a full description of a technical system. The content of the design process consists of describing and conceptualizing the structures of a technical system. The important way before we start to design a product is conceptualizing. By conceptualizing, the product will be easier to design.

The function of designing is to make an object or product more interesting and improving the quality of the product. According to Murder (2017), there are 7 principles of art and design. Those are balance, contrast, emphasis, movement pattern, rhythm, and unity or variety. The 7 principles must be balanced so that a design made performs better and attracts people to see it.

2.2 Booklet

Booklet is a media promotion used by people to introduce something like tourism destinations. Booklets can be used to show examples of copyrighted works related to the product. 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 gambar*". The contents of the booklet is some infomations about object such as brief description and pictures of tourism destinations or culinaries. The booklet has around 30 pages. The structure of booklet content resembles a book (introduction, content,

cover), but it is physically much shorter than the book. The important thing when creating a booklet is how to arrange the material as interesting as possible. The first sight of booklet, usually concern on the side of the display first.

However there are some advantages and disadvantages of booklet.

Ewles (2011 cited in Fitria 2012) adds the advantages of booklet as follows :

- a. can be used as media or tool for self study
- b. can be easily learned the contents
- c. can be information for family and friends
- d. easy to create, reproduce, repair and customize
- e. reduce the need to record
- f. can be made in a simple and relatively inexpensive cost
- g. can be durable depend on the way to take care of the booklet
- h. has a wider capacity
- i. can be directed at a particular segment.

As for the disadvantages of the booklet (Anderson, 1994: P.169) stated that:

- a. it takes a long time to print depending on the message to be delivered and the tool used to print,
- b. it is difficult to display motion on the page,
- c. messages or information that is too much and long will reduce the intention to read the media,
- d. it needs good care to keep the media undamaged and lost.

Based on the explanation above, it can be summarized that the advantages of a booklet are it can be made easily, cheaper and long lasting. While the weaknesses of booklet are it takes a long time in printing booklets, can not display animation in the page and can reduce the interest of the reader if the discussion is too long and the need for intensive care.

2.2.1 Elements of Booklet

Booklet has several elements. Sitepu (2012: P.160) states that there are 4 elements of booklet i.e :

Unsur-unsur atau bagian-bagian pokok yang secara fisik terdapat dalam booklet yaitu kulit (bagian depan), bagian depan (preliminaries) yang memuat halaman judul, halaman kosong, halaman judul utama, halaman daftar isi dan kata pengantar, dan isi booklet serta bagian belakang booklet.

a. *Bagian kulit depan buklet (Cover)*

Bagian depan buklet terbuat dari kertas yang lebih tebal dari pada isi kertas, fungsi sampul depan adalah untuk melindungi isi buklet. Sampul depan mencakup nama penulis dan judul bukletnya.

b. *Bagian depan buklet (Preliminaries)*

Bagian depan (preliminaries) berisi halaman judul, halaman kosong, halaman judul utama, daftar isi dan pendahuluan, setiap nomor halaman di depan buku teks menggunakan angka Romawi kecil.

c. *Isi buklet (contents)*

Bagian dari isi buklet berisi tentang objek dalam pembahasan yang akan di perlihatkan kepada orang-orang yang melihat atau membaca buklet tersebut.

d. *Bagian belakang buklet belakang (cover belakang)*

Bagian belakang buklet ini biasanya berisi tentang biografi penulis.

Based on the information above, the elements of booklet is the important things which must be considered when creating and designing booklets in order to attract the public interest to read the booklet.

2.3 Kampung Arab Al-Munawar

Kampung Arab Al-Munawar is one of the tourism destinations in Palembang. The population of Arab descent in Palembang is concentrated in a particular place (*The Theory of Ecological Segregation H. D. Evers*). Kampung Arab Al-Munawar is located in 13 Ulu region, near Musi river and Ketemenggungan river in Palembang city. In that complex, there are at least eight houses whose age is estimated at more than a century. One of them, the first Arab settlement house in Kampung Ulu 13, Habib Abdurrahman Al Munawar. The whole house is constructed by using wood materials and rocks. Most of the houses were like a pyramid architecture from Abdurrahman Habib home and some have got a touch of the Middle East and Europe. It can also be seen from the shape of

its ladder, both ladder outdoors and in. This ladder is made in such a way, there was a house carved staircase unusual, resembling a box shape with an incision on the four sides on it so, its shape resembles a pyramid fleeting glance may resemble the shape spire Turkish-style mosque. Similarly, the shape-forming trellis fence in the two-story house. If observed, Forms made of brass hinges resembles an eagle when a window in the closed position. Most of the old houses in the village have even used as a marble stone floor. In fact, marble is not only installed on the floor of the house measuring approximately 20 x 30 meters was just fine. supposedly specially imported from Italy with the square shape of 50 x 50 cm was mounted to the terrace (<https://infopalembang.id>. Accessed on March, 20th 2017).

Kampung Arab Al-Munawar has its own unique to be known by the society especially for teenagers visitors such as The Oldest House since 350 years ago, Munggahan tradition, and The traditional foods in Kampung Arab Al-Munawar in Palembang city that is Ayam Kari Kampung Al-Munawar, Semur Kambing Al-Munawar, Kopi Rempah. Then, it has the traditional music and dance of Arab in Kampung Arab Al-Munawar. Kampung Arab has the culture society that is the communities have their own culture about marriage. According to their culture, a woman of Arab descent should not marry a male Natives (people from the surrounding area). However, men of Arab descent should marry a Native woman. Arab women married to male Natives would be considered a disgrace by Arab Village community. According to them, man was the one who still has a blood descendant of the Prophet, while women do not. Therefore, if the women of Arab descent married to a Native male, then the line of the Prophet will be interrupted only by women, because men do not have the blood of Indigenous descent from the Prophet (<http://palembang-tourism.com>. Accessed on March, 20th 2017).

Based on the information above, the writer want to design a booklet of Kampung Arab Al-Munawar for teenagers because of the lack of information about that place for people especially for teenagers. It makes teenagers do not know if there are the place that must be preserved its authenticity.

2.4 Teenager

A teenager or teen is a young person whose age falls within the range from 13–19. They are called teenagers because their age number ends with "teen". Usage by ordinary people varies, and also varies in different societies. Most societies traditionally had a formal ceremony to mark the change from childhood to adulthood. During puberty, rapid mental and physical development occurs (<https://simple.wikipedia.org>. Accessed on March, 20th 2017).

Based on the explanation above, there are three characteristics of teenager on the article by Loop (2013) that must to know by parents, as follows:

a. Independent

A teenagers always need their freedom. When teen was younger, getting along with him was probably easier. The teen years make life hard on parents because of a teen's need to become independent. This desire for independence is an evolutionary one, teens are maturing and preparing themselves to enter the adult world. They understand they can not believe on their parents forever. The result is a teen who is more autonomous and emphasizes his own ability to make decisions and his right to privacy. In this respect, parents will usually find their teen's goals diverging from their own.

b. Risk-seeking

Although the amount of risk-seeking varies in teens, few demographic groups exceed teens in terms of risk-seeking activities. The reason for this lies in the teen brain. Dr. Paul Martiquet, medical health officer and author of the article "The Teenage Brain," said that the brain of a teenager is not fully developed, especially in the frontal lobes. Because the frontal lobes of a brain are the primary source of decision making and consequence-evaluation, teens tend to be weak in understanding the connection between their actions and the possible negative outcomes. Thus, even risk-averse teens will occasionally act in ways that seem foolish in their parents' eyes. The teenage years are a training period for adulthood, a time in which relationships are crucial in getting along in the world. Parents should expect children entering their teens to want to spend more time

with their friends than with their families. Even at home, teens might feel compelled to get on the computer to use social media platforms rather than talk with mom and dad.

c. Romantic

Perhaps “romantic” is not the best word to describe inexperienced teenagers, but they are often prone to describe themselves this way. Romantic or not, one new aspect of the teenage years is the flood of hormones flowing through teens that pushes them to engage in romantic encounters. For some teens this results in harmless flirting, but for others it results in early sex, which has its own consequences. However, parents can not control a child’s biology and thus must use education as a way of helping their teens avoid or protect themselves from the risks that their hormones push them to seek out.

2.4.1 Wishes by Teenagers

Teenager is a time that leaves the most impression for a person. There are many things a person wants when they are teens. Dreaming, aspiring or just wanting is commonplace for a child who are just getting into their teens.

According to Utami (2014), there are some wishes by teenagers, i.e:

a. Likes to explore

Entering the teens of children will increasingly often fight the command, especially if you are too limiting. At this age, they demand more freedom to explore themselves and the environment around them. That's why they prefer to hang out and walk with friends rather than sitting at home.

a. Be friends

Friends are an important element for a teen's life. Here it takes care of the parents, because choosing the wrong friend can destroy your child's future.

b. Want to know

Teenager is a very dynamic period, their curiosity is reaching its peak. You must patiently answer all their questions, from changes in their bodies, sexual problems or matters relating to their surroundings.

c. Stylish

They started wanting their own bikes. Entering adolescence, a child also began to notice his appearance. They become more selective about clothes or even begin to makeup. All of this is their way of showing their true identity.

d. Stylish in front of the camera

The young generation is now a generation who grew up in the digital age. They are a generation of selfies, so do not be surprised if they perpetuate their every activity and existence.

Based on the informations above, the writer convinced to design a booklet of Kampung Arab Al-Munawar to attract teenagers visitors observe by the characteristics and wishes of teenagers.