

CHAPTER II

LITERATURE REVIEW

This chapter presents literature review of Tourism, Booklet and Waterfall.

2.1 Tourism

According to UU RI no.10 Th 2009, Tourism is variety of activities and supported by some facilities and services that already serve by people, entrepreneur, government, and local government. Furthermore Peter Lainer (2010) adds that refers to the activity of travelers. This distinction are crucial for the compilation of data on flows of travelers and visitors and for the credibility of tourism statistic.

Regarding the types of tourism, Gozner and Zarilli (2012) divides tourism into 19 types. The types of tourism includes recreational tourism, the mountain recreational tourism, winter leisure, speleological tourism, hiking, hiking mountaineering, hunting, extreme tourism, climatic tourism, culture tourism, rural tourism, agritourism, religious tourism mixed or polyvalent tourism, scientific tourism, business tourism, weekend tourism, and educational tourism.

Outdoor recreation refers to activities that people undertake out of doors in places where they can acces nature or green areas mainly as part of their daily or weekend routines. Nature tourism is a term that cover activities that enjoy while on holiday and which focus on engagement with nature usually includes an overnight stay (Silvennoinen and Tyrvaïnen 2001). Typically this means travelling to and stay overnight in locations close to or in national parks, forest, lakes, the sea or the countryside and participating in activities using these setting and compatible with their natural qualities.

2.2 Booklet

2.2.1 Definition of Booklet

Booklet is one of the media graphic media images / photos. According to Roymond S. Simamora (2009: 71), Booklet is a small book (half quarto) and thin, nothing more from 30 pieces of back and forth that contains about writing and pictures. The term booklet comes from books and leaflets means media booklet is a blend of leaflets and books with format (size) is small as a leaflet. The structure of the contents of the booklet resembles book (introduction, content, cover), it's just the way the presentation of its contents much shorter than books. Booklets are prints with special shaped look book. Booklets can be used to show examples of works inventory-related products (Widi Atmaja, 2008: 70). Creating the contents of a booklet is actually no different from the creation other media. Things to note in making a booklet is how we arrange the material as interesting as possible a glimpse into a booklet, usually that becomes the first concern is on the side of the display first. Booklet is a medium for delivering messages in the form of books, whether in the form of writing or drawing (Heri D.J Maulana, 2009: 174). According to Ferry Efendi (2009: 112), booklet is a book-shaped medium that contains writing or images or both. Meanwhile, according to Efendi Sholeh in his book of contemporary advertising, mentions that booklets are advertising facilities that can attract many consumers productive.

According to Roymond S. Simamora (2009: 71), Development Booklet is the need to provide refrensi (reading material) for community groups with limited access to source book because of their limitations. As is booklets of this community can gain such knowledge reading a book, with a short reading time, and at any circumstances.

2.2.2 Principles of Booklet Design

There are six elements to watch out for at the moment designing text-based prints (Azhar Arsyad, 1996: 85). Six these elements are consistency, format, organization, appeal, font size and spaces usage.

1. Consistency

The format and spacing should be consistent, if between rows too close will make the writing look unclear on distance. The consistent format and distance will be make booklets look neater and better.

2. Format

Format the display in the booklet using the view one column because the paragraph used length. Each contents of the different materials are labeled and labeled to make it easy to read and be understood by the participants educate.

3. Organization

Booklets are arranged systematically and separated by use boxes to make learners easy to read and understand the information in the booklet drawing.

4. The attraction

Booklet designed by adding pictures which relates to the content of the material, thus motivating learners to keep reading.

5. Font size

The letters used in the booklet are arial with size 11. Avoid the use of capital letters on all text, capital letters are used only in accordance with needs.

6. Empty Space

Booklet drawing are given blank spaces that do not contain text or images, it aims to provide opportunities to learners to rest at a certain point. Empty spaces can shape room around titles, margins (margins), spaces between columns, paragraph starters, and between spaces or between paragraphs. To improve the view and readability can adjust spaces between rows and add spaces between paragraphs.

2.2.3 Characteristic of Booklet

Booklet drawing classified as enrichment books. The enrichment book is reading books or literature books, intended to be enriching insight, experience, and knowledge for its readers. (Masnur Muclish, 2010: 25). Each type of enrichment book is reviewed based on material or content contained in the enrichment book. Enrichment book classified into 3 groups, the enrichment book skills, knowledge enrichment books and enrichment books personality. Booklet Characteristics include:

- a. Material can be reality or custom
- b. Material development is not directly related to the curriculum or basic framework.
- c. The material is presented in a popular or innovative technique.
- d. The presentation of the material may take the form of description, exposition, argumentation, narration, poetry, dialogue and presentation of images.
- e. The use of language or image media is done in an innovative way and creative.

2.3 Waterfalls

A waterfall is a river or other body of water's steep fall over a rocky ledge into a plunge pool below. Waterfalls are also called cascades. The process of erosion, the wearing away of earth, plays an important part in the formation of waterfalls. Waterfalls themselves also contribute to erosion. Often, waterfalls form as streams flow from soft rock to hard rock. This happens both laterally (as a stream flows across the earth) and vertically (as the stream drops in a waterfall). In both cases, the soft rock erodes, leaving a hard ledge over which the stream falls.

A fall line is the imaginary line along which parallel rivers plunge as they flow from uplands to lowlands. Many waterfalls in an area help geologists

and hydrologists determine a region's fall line and underlying rock structure. As a stream flows, it carries sediment. The sediment can be microscopic silt, pebbles, or even boulders. Sediment can erode stream beds made of soft rock, such as sandstone or limestone. Eventually, the stream's channel cuts so deep into the stream bed that only a harder rock, such as granite, remains. Waterfalls develop as these granite formations form cliffs and ledges.

A stream's velocity increases as it nears a waterfall, increasing the amount of erosion taking place. The movement of water at the top of a waterfall can erode rocks to be very flat and smooth. Rushing water and sediment topple over the waterfall, eroding the plunge pool at the base. The crashing flow of the water may also create powerful whirlpools that erode the rock of the plunge pool beneath them. The resulting erosion at the base of a waterfall can be very dramatic, and cause the waterfall to "recede." The area behind the waterfall is worn away, creating a hollow, cave-like structure called a "rock shelter." Eventually, the rocky ledge (called the outcropping) may tumble down, sending boulders into the stream bed and plunge pool below. This causes the waterfall to "recede" many meters upstream. The waterfall erosion process starts again, breaking down the boulders of the former outcropping. Erosion is just one process that can form waterfalls. A waterfall may form across a fault, or crack in the Earth's surface. An earthquake, landslide, glacier, or volcano may also disrupt stream beds and help create waterfalls.

There are some waterfalls in Pagaralam such as:

1. Cughup Lematang Indah Waterfall

Cughup Lematang Indah Waterfall is a beautiful waterfall often visited by local communities and immigrants, both from within South Sumatra and outside South Sumatra. Cughup Lematang Indah is one of the waterfalls that have been managed to become a tourist attraction, with the most visitors with a water flow of about 100 meters, the location of this attraction is also very strategic, which is only about 200 meters from the Pagaralam-Lahat highway, precisely in Kelurahan

Perahudipo, South Dempo District. From this water flow is also often used for rafting sports, because it is famous for its fairly swift currents. For visitors who want to bathe in the location only costs around Rp 5,000 with the facility of Cughup Lematang Indah Tires.

2. Cughup Embun Waterfall

Cughup Embun located in Dusun Pematangbango, Cughup Jare Village, District Pagaralam North Pagaralam Regency. Cughup Embun has its own beauty because the height of the falling waterfall has turned into dew due to water falling in the wind and hit the rocks. Cughup Embun Waterfalls presents a natural coolness and natural beauty, the waterfall divided into three parts, as if there is three waterfalls falling into the same place. When feeling the fall of water that washed away the extraordinary cold body. Travelers will feel the sensation of soaking in ice water. Moreover, the myths are believed the surrounding community if we washed the face with water coming out of one of the springs in the vicinity of the cughup location is believed to be young.

3. Cughup Mangkok Waterfall

Cughup Mangkok is also often called Cughup Pancur. The name is given because the flow of water that descends like a giant shower. Cughup Mangkok is one of the waterfall that located at the foot of Mount Dempo nature fence South Sumatera, this waterfall flowing from big rocks and on the left and right sides there are trees besides waterfall that connected to a big place resembles a bowl. This waterfall is cool enough as we soak in the water of the refrigerator, though shallow but it is very cold. The road to the Waterfall is good and big with two lanes, but travelers will be treated to the path up and down as if climbing the mountain, when approaching to the place there has been solid roads that can be passed by the car to the edge of the lake from the waterfall. Travelers should be careful with its steep roads leading to the location. Around the lake there are colorful coral stones, this

lake is in the valley. When travelers look at the source of the waterfall there is a rift of light that is formed from the trees in the middle of the waterfall flowing. In addition, this waterfall is also believed to cure some skin diseases.

4. Tujuh Kenangan Waterfall

Tujuh Kenangan Waterfall is a tourism potential that is still very natural and there are many different types of plants and rocks. In this waterfall there are pools and sliders that become uniqueness worth visiting. Located in Kelurahan Dempo Makmur, North Dempo District. This waterfall is far enough from the p road that can be passed by public transport in Pagaralam.