

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Design**

Ambrose, G & Harris, P (2010:11) states that “Design is a process that turns a brief or requirement into finished product or design. The design process can be said to comprise seven stages: define, research, ideate, prototype, select, implement and learn. The design process helps ensure that a design satisfies all such considerations. The process seeks to generate a number of possible solutions and utilizes various techniques or mechanisms that encourage participants to think outside the box in the pursuit of creative or innovative solutions. Lauer and Pentak (2011:4) say that design is inherent in the full range of art disciplines from painting and drawing to sculpture, photography, and time based media such as film, video, computer graphics, and animation. While, Wong (1993:41) cites that design is a process of purposeful visual creation. Unlike painting and sculpture, which are realization of artists’ personal visions and dreams, design fills practical needs.

#### **2.2 Booklet**

According to Balai pustaka (1991:153) booklet is the print media in the form of leaflets, magazines, containing a brief message or a written statement issued periodically by an organization or institution for professional groups. According to Sholeh (2011:53) in his book “Periklanan di era masa kini”, the booklet is a means of advertising that is able to attract many productive consumers. This is due to a booklet that can include not just one product. It will still include various types of products that it can make consumers do a comparison in terms of marketing. According to Yoeti (1996:193) booklet almost like guide book. The content is more complete than the other forms sales support. The process of creating is not on individual hand, but it is usually made by some group with the sponsorship. According Roymond S. Simamora (2009:71), booklet is a small-sized book (half-letter) and thin, no

more than 30 sheets of alternating which contains writings and drawings. The term booklet comes from words “book” and “leaflet” which mean a booklet is book on small size like leaflet. Booklet’s content structure resembles a book. It contains introduction, body and closing. It is just a way of presenting the shorter information than book. The development of booklet is important to provide references (reading materials) to the community which have limited access to get book sources. Through this booklet, community can gain more knowledge by reading a book with short reading time and any time.

Meanwhile, according to Suleman (1998) cited in Aini (2011) booklet is included in the category of media below the line media (below the line media). Based on the characteristics attached to the below the line media, messages written on the media is guided by several criteria: in the form of text and images or combination of both, use short sentences, simple, brief, concise, using capital letters and bold. In addition the use of letters not less than 10 pt, packaged interesting and words used economically,

### **2.3 The Elements of Booklets**

In the making of booklets, the first thing that we have to do is to know how to design a booklet with a good design and prepare the materials as Interesting as possible. According Sitepu (2012:160) there are most important physical things in booklet, there are:

- 1) **Cover and book content.** Cover must be made from paper that is thicker than the paper for the contents of the book, the function of this cover is to protect the contents of the book. Cover consists of front cover and back cover, back cover is only for special kinds of book that has more than 100 pages inside the book bind with the glue or using needle-sewing. But if the contents of the book less than 100 pages do not use the back cover. To be more attractive, the cover of the book is designed attractively by giving illustration in accordance with the contents of the book and using the name of the subject.

- 2) **The front (preliminaries)** contains the title page, blank page, main title page, the table of contents and forewords, and each page number in the front of the textbook using small Roman numerals.
- 3) **The text section** contains the material to be submitted, consisting of chapter titles, and subtitles, each section and a new chapter is created on the next page and given a page number beginning with the number 1.
- 4) **The back of the book** consists of a bibliography, glossary and index, but the use of glossaries and indexes in books only if the book uses many terms or phrases that have special meaning and are often used in the book.

While, According to Arsyad (2009:85), there are six elements of printed-based design that must be considered. 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. The inconsistency will assume the bad and untidy design.

**b. Format**

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

**c. Organization**

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

**d. Attractiveness**

Introduce each part in different way to make the readers curious, so they read on the information more.

**e. Font Size**

Choose a suitable font size based on the readers, messages, and target environment. Good font size for texts (text book or handbook) is 12 points. Avoid capital letters because it makes difficult in reading process.

## **f. Space**

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

## **2.4 The Aspects of Booklet**

According to Masnur Muslich (2007:24-25) There are 4 aspects to be concerned in designing booklet as follow:

### **1) Content Aspect.**

The contents of a booklet must be compatible with the purpose of why the booklet was made. The contents are expected to help writer to reach the goals, to keep up with the development of knowledge, technology and art. The content of a booklet also motivates the reader to more critical in case of thinking. There are things with respect should be noticed on booklet, they are relevancy, adequacy, accuracy, and proportionality.

### **2) The Presentment of The content aspect.**

A good booklet serve the content in a complete way, systematic, and chronological to lead the action of mind framing the reader through logical and systematic presentment of the content. Booklet should be easily comprehensible and familiar with the readers. Adding the illustration on the booklet will stimulate the creativity of reader's mind.

### **3) Grammar aspect.**

By acknowledging language or illustration, the readers will easily comprehend with the language or illustration. The writers must be able to use language and illustration based on reader's cognition progress. The writer has to make sure the illustration on a booklet is stand very well with the explanation. The grammar must be precise from spelling, words and technical term and harmonization of each paragraph.

#### **4) Graphic Aspect.**

This Graphic aspect deals with physical things from booklet. For example, size, type of paper, printing type, font, color and illustrations. The predicament of using picture, photos or illustration should be matched with the size, shape, and the color of the picture and also functional. All these components help people to be more interested with the good-packaging booklet. And finally reader will enjoy the booklet itself.