

CHAPTER II

LITERATURE REVIEW

2.1 Definition of a booklet

Rustan (2009:115) defines a booklet as a publication medium that consists of several sheets and pages but not as thick as a book. A booklet just needs to staples or it may not be binding because it just consists of several sheets. While Utami (2012:1) states that a booklet is a small book which has some information about products, events, brands, and so on. A booklet has more capacity in space for some information than other promotion media such as poster, flyer, brochure, etc. Yudita (2013:5) states that a booklet is mass communication medium which is more communicative and clear to deliver a message such as promotion, advice, prohibition to the mass, etc. The purpose is to make a society as a target that will understand and obey the message contained in the medium. Meanwhile, Rustan (2009:114) says that a booklet as publication medium that can accommodate and share some information because it has many pages. It is suitable to promote company information, event information, internal media companies, newsletter, etc. In short, it is known that a booklet is a small book as publication medium that consists of several sheets which has some information to deliver a message to the mass.

2.2 The advantages of booklets

According to Gustaning (2013:24), as printed medium, a booklet has advantages. This medium can be used easily as a medium or tool for self-learning, low cost and more durable than audio and visual media. A booklet is usually aimed to increase the knowledge because a booklet gives specific information. Besides, Perangin-angin (2013:26) claims that there are many more advantages of a booklet. First, it can be learned by everyone. Second, a booklet design also has attractiveness to increase the passion to learn. Last, a booklet does not need electricity so it is easy to carry everywhere.

However, this medium has also disadvantages. Perangin-angin (2013:26) states that a booklet does not have any sound effects and motion effects, and it is easily folded or torn if it is no stored properly. Meanwhile, according to Gustaning (2014:24) there are some disadvantages. First, this medium takes a long time for printing based on orders and tools that are used for printing. Second, it will be more expensive to print out pictures or photos. Third,

a booklet needs good care to make pictures or text is faded or damage. The last, a booklet will decrease the reader's interest if it is too thick.

2.3 Booklet design

According to Gustaning (2014:22), a booklet is one of graphic design types, and this medium is a combination between leaflet and book with small format like leaflet. Sitepu (2004:8) states graphic design as visual communication design is the job of communicating where the message is delivered in visual forms that using text and image for giving information. In addition, Sriwitari and Widyana (2014:10) state that products of graphic design or visual communication design can be encountered everywhere in our daily life, such as advertising (printed or electronic media), internet, posters, booklet, magazines, signboard, brochures, business cards, packaging, billboards, animation, and so on.

In producing a booklet, the cover needs to be made as attractive as possible so it can get attention of the reader at a glance, and then when the sheets are opened and table of content is read, it will raise the passion of readers to read it. Therefore, Sitepu (2004:16) classifies there are five elements of design which have graphic design attractive and artistic.

a. Line

It is used to separate the positions between the other graphic elements within the page. On graphic design, line is divided into four parts. It is vertical, horizontal, diagonal, and curve.

b. Shape

Shape is a field that occurs because it limited by a contour (line) and or it limited by the different color or by the dark light on shaded or texture. Shape has a change of form, such as stylization, distortion, and transformation.

c. Space

Space is used as an element of relief for the reader and the empty space provides confirmation of separation between columns of text. In addition, it gives the impression of a spacious and neat design. It called white space. White space means there is no texts or images. It's completely empty and it does not mean that the place was wasted and useless.

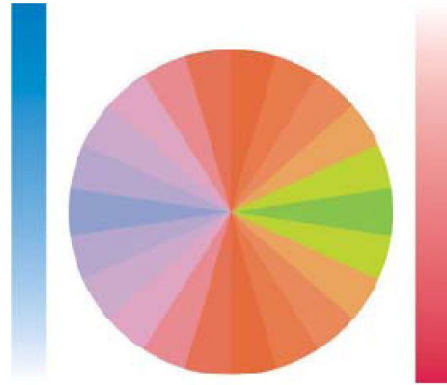
d. Texture

Texture is the visual elements that show a sense of surface material, which is intentionally created and presented in order to attain.

e. Color

Color is determined how light falling on the object and reflected back to our eyes. Light has color spectrum and it helps human to know the color.

In applying color in a design, it can refer to the color wheel below.



Picture 2. 1 Color Wheel

In producing harmonious color combinations, it can use colors which are close to each other like red and yellow. While, complementary colors produced on the opposite colors, such as red and blue. For examples, Morioka (2008: 158) states that The Bols Total Cocktail's booklet uses palette of vivid colors like black, green, yellow, red purple, bright pink and blue to signpost the book's extensive index of cocktail recipes. Fullcolored solid backgrounds are used throughout to bookmark popular cocktails by representing the drinks' ingredients.

Furthermore, according to Arsyad (2008:85) there are six elements that must be considered when designing printed media. These elements can include consistency, format, organization, attraction, attractiveness, font size, and white space.

a. Consistency

Format and space should be consistent to make a booklet looks neater and better. Lowercase and uppercase should not be combined in each word. Space between title, first line, and margin should be consistent. If it is not consistent, some people consider that they are untidy and bad.

b. Format

Format usually uses single-column view because it is long paragraphs and for short paragraph, it can use twin-column. Each different material are separated and labeled in order to make it easier to read and understand.

c. Organization

A booklet is arranged systematically and separated by using shape such as rectangle, oval, rounded or rectangle.

d. Attractiveness

Some images or pictures can be added into the booklet and give a different touch every page, the reader interested and motivated to read it.

e. Font size

The font used in a booklet is usually on point per inch. For example, 24 point size per inch and good font size for text is 12 point. Avoid for using capital letter on the entire text because it makes reading process becomes difficult. Capital letters are used only as needed.

f. White space

White space is the empty space which is not filled image or text with aim to give pauses to the reader. White space can be shaped around title, margin, the beginning of the paragraph, and between spaces or paragraphs.

In a booklet design, there are also several criteria that must be fulfilled such as size, page, font size, color, lay out, etc to attract the reader. Gustaning (2014:22) defines a booklet is small-sized books and thin, no more than 30 sided sheets that contain about writing and drawing. While, Rustan (2009:115) said that a booklet has many various sizes, and some of them are A5, A4, and A3.

The elements in the booklet are no different from the elements contained in the book. According to Sitepu (2012:160) the main elements or parts that are physically contained in the book are:

a. Cover and book content

The cover is made of paper that is thicker than paper of the book contents, the function of the cover is to protect the contents of the book. The cover of the book consists of the front or facial cover, the back cover of a book if more than 100 pages are bound with glue or sewing thread but if the book is less than 100 pages do not use the back sheet. To be more attractive the front and back sheet of the book is designed with interesting illustration in accordance with the contents of the book and use the name of the book.

b. The front

The front of this page contains the title page, blank page, main title page, content list page and introduction, each front pages number of textbooks using small Roman numerals.

c. Text section

The text section contains materials to be delivered to the students, consisting of chapter titles and subheadings, each new section and chapters are created on the next page and given a page number beginning with the number 1.

d. The back

The back of the book consists of bibliography, glossary and index, but the use of glossaries and indexes in books only if they use many terms or phrases that have special meaning and often used in the book.

There are some steps that must be noticed in making the content of the booklet given by Fayra (2009 : 1) as follows.

1. The Notion or Idea

The first step to be taken is to collect ideas. For example, the idea to create a book alloys job training. This idea appears due to the phenomenon that takes place in the workplace. The phenomenon that takes place is not the coach for giving training to students and students who follow the program of street vendors in the workplace.

2. Focusing on The Idea

The next, focus on the ideas that has been created. Focus on this idea means delve deeper into the science and understand of the ideas which will write in the booklet. When establishing the idea of what will be discussed, in order to strengthen the science that will represent in a booklet to be written, add a reference from another source, of course, by referring to posts that are not considered as pelagiator.

3. The Skeleton of Booklet

In making a booklet should be make the skeleton first. This is done so that the writing focused and stay focused on the idea that to be delivered, not to deviate to other questions which actually does not need to be discussed in the booklet. Framework also makes it in drafting. With the framework of the booklet, the author will be directed in making a booklet, so that the contents of the booklet will be focused clearly on the things that will be explained.

4. Making The Draft

When the first time create a booklet, the booklet may not be successfully made. Writer should write anything that wanted to convey through writing. The first writing is basically still the words 'coarse' means the text still needs to be addressed in order to become a better writing, to inform the contents effectively. Conceptional booklet will have better results than booklet that are not based on the concept.

5. The Writings

The most difficult thing is done by a writer, is to assess the own writing. Naturally the writer can assess even criticizing the writings of others, but the writer is often less able to assess the writing let alone criticize the own posts. However, after writing the content of a booklet, the booklet should be read back. Usually, when read back the contents of the booklet that already written, there will be find many mistakes in the text. There are better if asking for

some people to read the booklet that we have made. Ask people opinion and tell the errors that exist in the booklet, so it is easier to fix it.

6. Improvisation Article

After studying the writings that have been there and know the errors contained in the text, or even in the text there are things that are less necessary and should be eliminated from the contents of the booklet. We must improvise the text. The trick, of course, by eliminating things that are considered less important, correct mistakes in the writing and preparation of the booklet, as well as choose a better vocabulary, more efficient but does not reduce the aesthetics of packaging writings.

7. Revision

Revisions should be made to improve all inscription. In some cases, usually when a revised many writer say the same revision by rewriting part or the whole booklet. This revision aims to make a booklet better than before.

8. Editing

Once the revision has been done, the last thing in writing is editing. Editing is done to fix the writing (if any writing or using the wrong vocabulary) also fix the layout and the pictures of the booklet. When the reader has an interest to know the contents of the booklet, it will be easier for them to understand the purpose of writing that we make.

9. Designing Lay-Out Content, Background, Pictures, and Cover

The appearance of a booklet, is affecting the delivery of the information contained therein. For this reason, in addition to the package contents of the book needs to be taken more seriously. Alloy color, suitability typeface, font size accuracy, use of tables, graphs, images and so forth also determine the quality of a booklet created. Interesting to see the contents of the booklet (with a mix of colors, application of animation, etc.) will stimulate the senses of seers not get bored while reading the booklet. Thus, the content will be easily conveyed.

Another thing is the cover design. Volume booklet, should be designed to represent the information contained on the contents of the booklet. Cover that can attract growing interest to find out more about what deliver in the content of the booklet.

10. Binding

After arranging the booklet has been completed, the booklet is ready to be stapled. There are so many places that provide bindery services so you can use the service, for example in a photocopy or printing. Or, if possible, bind it by yourself.

2.4 Booklet binding methods

Johnson (1990:120) states that the process of bookmaking is introduced when several sheets of paper are folded, inserted one inside the others, and stapled or sew in the center. If desired, the booklet can be strengthened with a piece of book cloth pasted over the back either before or after the sewing. Meanwhile, Cendra (2011) claims that the first thing should be determined in choosing types of bookbinding for books, catalogs, booklets, company profiles, or presentation materials is types of cover book (hardcover or paperback). The binding techniques vary depending on the amount of paper and client's wishes. There are four binding techniques more commonly used by many people as follows:

a. Plastic Comb Binding

This type is cheaper than other types of bookbinding. This type allows for books, booklets, catalogs or company profile to easy to duplicated by photocopy, lightweight and content can be added later or removed when it is no relevant anymore. The main disadvantages of plastic comb bindings are usually done manually by hand made and when done in large numbers would be very inefficient and ineffective so it will take high costs for the production process.

b. Ring Spiral Binding

Ring spiral binding or spiral coil binding is more expensive than plastic comb binding in production costs. This type has two kinds of materials. There are plastic and wire. Books, booklets, catalogs, or company profile bound can be opened even bent backward thus easy to read or duplicated.

c. Saddle stitch binding

This type has two kinds of bound. There are middle and edge binding. In this type of binding, the content of books, booklets, catalogs, or company profile stacked along with the cover and then stapled together. This type is suitable for books, booklets, catalogs or company profile which has the same thickness or type of cover paper with its contents.

d. Perfect binding

Perfect binding is the binding technique used for bookbinding by publisher especially paperback. This technique is done by pasting the left side of the page with glue. After it dries, the cover glued together with the content of book. This is the ideal choice for mass-produced books because of low cost and easy to work by machine. However, this type of binding is not recommended for book which is often read because it tends to be easily damaged.

