

CHAPTER II LITERRATURE REVIEW

This chapter consists of information on magazines including definition of magazine, types of magazines, magazines' editors, rubric of magazines, steps in designing magazines, layout of magazines, criteria of making good magazines, strategies in designing magazines and typography.

2.1 Definition of Magazines

Magazines are publication that is issued periodically. It generally contains essays, stories, poems, articles, fiction, recipes, images etc. Magazines are intended to general and special readers, often published on a weekly or monthly basis. The word "magazine" is derived from Arabic word *makhazin* or "storehouse" which contains a collection of facts and fiction, all bundled together in one package (Harper, 2001). According to Farlex (2012), a magazine is a paperback periodic publication containing pictures, stories and articles of interest to reader. Based on the statements above, the writer concludes that magazines are publication media contain essays, stories, poems, articles, fiction, images, etc. that issued periodically.

Magazines are media of communication. Next (2010) states that magazines are channels of halfway communication between newspapers and books due to the changing lifestyle in the world. However Praathek (2004 cited in University of Nebraska-Lincoln, 2013) observed that today only few people set time to read a book with full concentration, they peruse the magazine to find something of interest, and then settle down to read.

2.2 Types of Magazines

According to Kerala (2015) there are general interest magazines and special interest magazines. General magazines contain essays, general knowledge, and communication entertainment, and the focus is on many different subjects. The main purpose of general interest magazines is to provide information for general audience. On the other hand, the special interest magazines contain essays about the field of specialized fields. For instance, there are magazines that cover sport, news, fashion, business, music, and so on. Special interest magazines are divided into the following genres based on their content and target audience.

Furthermore, Assegaf (1980) divides magazines into 11 types:

1. Image magazines are magazines which have news from the pictures of accidents or some articles consisting of the unique pictures.
2. Children magazines are magazines consisting of children's world
3. News magazines are the weekly magazines that make news with difference style like newspaper.
4. Culture magazines are magazines discussing about culture
5. Scientific magazines specifically contains a field of science such as radio engineering, electronics, law and others.
6. Family magazines are those containing articles for the whole family, from the light reading of the children to the household.
7. Religious magazines are magazines whose contents are special about religion and educations.
8. Fashion magazines contain mode and enclosed with sheets of dress patterns.
9. Company magazines are magazine that are published regularly by a company containing news, information about staffing, employees, wisdom and production company which published regulary

10. Adolescent magazines are magazines that specialize in the content of adolescent issues.
11. Women's magazines are magazines containing special essays on the world of women, from fashion matters, recipes, kinship which are decorated with photographs.

2.3 Magazine Editors

According to Djunoto (2004) editorial is one of the activities of designing magazines. That has members in publishing magazines, there are editor in chief, editor, photographer, marketing staff, reporter, contributors writers and layouter.

1. An editor in chief is a person who is responsible for daily editorial and mechanism and performances. He must supervise the contents of all the rubrics. The editor-in-chief sets the policy and oversees all editorial activities. He acts as a captain whose policies must be obeyed by his subordinates.
2. An editor has the main job to do editing, which is the selection and improvement of the script that will be loaded. There are some editors in one mass media in internal editor. They are called Desk Editor or Page Editors because they are responsible for the contents and edits. An editor usually handles a rubric, such as an economic section, overseas, sports, fashion and so on.
3. A photographer is a person who takes images to complete the reporters' articles.
4. A marketing staff is the person who responsible about magazine marketing and selling magazine. This section is the commercial side of circulation / distribution, advertising, and promotion.
5. A reporter is subordinate of the editors. Searching for news and then creating and developing news is the main jobs of reporters.

6. A contributor is a writer who cannot be included in the editorial organization structure. He is involved in the editorial functional. Contributors are freelance journalist is only give their creation such as short story, poems.
7. A layouter is person responsible for arranging the layout of articles and photos that have been collected and edited by editors.

2.4 Rubric of magazines

Rubric is a head of the topic. Rubric has division in a media or magazine, such as sports section, opinion rubrics, and so on. Rosthein (2007) states, rubric is not a part of a form or structure. Yunus (2013) stated that rubric made based on the publish goals. So there are not rules for making rubrics.

1. Foreword, containing the words of opening or introduction from the editor.
2. Editorial board, containing the organizational structure (the people involved in making the magazine as a whole), and information about the magazine, such as office and editorial addresses, account numbers for subscriptions, and name of printing.
3. Readers' letter, containing a letter about the impression, messages and questions from letters readers about the magazine
4. Subscribe rubric, containing a description to subscribe and be accompanied by places where the magazine is distributed.
5. Advertisement rubric, containing a description of the promotion of certain goods / services.
6. Cover story rubric, discussing specifically about the cover model, profile and life is usually in the form of questions and answers or interviews and can be a report or coverage of the cover model.

However, for certain magazines, which do not use the model of people as cover, such as food, traveling, music, movies, reading books, restaurants or cafes and certain entertainment venues, shopping.

7. Quiz rubric, contenting questions which give the opportunity to the reader to answer and send to the editor so that interaction occurs and usually given a prize to the winner.
8. News rubric containing about event or activity or news phenomenal interesting to be discussed and in accordance with the theme or topic of the magazine.

2.5 Magazine Layout

2.5.1 Definition of layout

Layout is an important part to make readers interested. According to Kridalaksana (1996, p.74), "layout is organizing or structuring of how many design elements to be organized and created a good harmony to get a strong impact from the readers". It used to organize a composition in a design, such as letters, lines, fields, images, shapes in certain contexts (Susanto, 2011, p.237).

Layout is the preparation of design elements related to the basic structure of the artistic arrangement. It can be called form and field management. However the main purpose of layout is to display image and text elements to be communicative in a way that readers can accept the information presented.

2.5.2 Layout principle

According to Lincy (cited in Kusrianto, 2007: 277), the principle of a good layout is that always contains five main principles in design, namely proportion, balance, contrast, rhythm, unity

Furthermore, Swann (1987, p.55) states layout has four absolute principles, they are: balance, rhythm, emphasis and unity.

1. Balance

Balance helps determine the size and structure of each part of the layout, the unbalanced layout makes the reader difficult to read and feel something wrong on what he read. There are two types of balance: symmetric balance (strong, stable) and asymmetric balance (varied, move)

2. Rhythm

Rhythm is a form that is produced by repeating elements variably. The consistent and varied repetition is the primary key, both of which complement each other, since without variation, repetition will seem boring. Any variations of the element that undergoes repetition must also have a unified whole.

3. Emphasis

Attracting the reader's attention, every message on the layout should have a high appeal. If not, the reader will quickly turn away.

4. Unity

The overall elements in a layout must be mutually owned with each other. This helps determine the number of elites to be used or how they are used.

2.5.3 Layout Elements

According to Rustan (2009), there are elements of layout: text elements, visual elements, and invisible elements

1. Text Elements

Title, deck, byline, body text, subtitle, pull quotes, captions, callouts, kickers, initial caps, indent, lead line, space, header &

footer, running head, footnote, page number, jumps, signature, nameplate, masthead.

2. Visual Elements

Photos, artwork, info graphics, lines, boxes, inserts, points

3. Invisible Elements

Margin and grid

2.5.4 Layout techniques

According to Davis (cited in Sarjono 2001, p.27), there are nine kinds of layout techniques commonly used in styling the pages of magazines. They are conventional, classic, modern, technical, aggressive, juvenile, young, natural, and prestigious.

1. Conventional, focus & weight on body copy writing with a title in the top corner of the page and illustrations at the end / bottom of the article.
2. Classic, simple, using 2 column format with title above middle (justify) and picture / illustration inserted between 2 columns.
3. Modern, widened body copy format, 1 column with leading extras, headline spacing, and in addition to using illustrations / drawings of this style like colors.
4. Technical, angular layout (stiff, firm) using forms to separate columns, lots of empty spaces (white space), clean and firm impression
5. Aggressive, underlined headlines, bold text, with illustrated images Refining the page.
6. Juvenile, complete layout with larger text than usual, and also images that reflect big, like a ball.

7. Young, free in the use and structuring of texts and images, multi-size titles, large headline sizes and bold colored block suits.
8. Natural, elegant, with wide text space, usually an oval framed illustration.
9. Prestigious, simple, very careful in utilizing the existing space or use a space that is not too wasteful and memorable neat.

2.5.5 **Procces of Layouting**

Rustan (2010, p.10) stated that the process in spatial have several processes namely: designing, media and specifications, thumbnail and dummy, deskop publishing.

1. Designing

The project production is a designer working on an enterprise will typically be given the same *creative brief* text as the design concept. The designers provide project assistance for design only with oral and unconcerned creative brief. Keep in mind that the more complete and clearer the design provided (oral and written), the faster and more accurate for a designer who provides the solution will be.

2. Media and Specifications

The first important thing to do about design is to decide what media to use:

- a. What media is most suitable, for example, flyers, brochures three folds, banners, plasma screens, air balloons, etc.
- b. Materials, such as fancy paper, recycled paper, fabrics, etc. Under certain conditions, the material can be determined before production.

- c. Size, for example A4, A3, 160x60cm for x-banner, etc.
 - d. Position, for example A4 upright (vertical / portrait) or horizontal (horizontal / landscape).
 - e. When, how long and where the works will be distributed / shown to the target audiences.
3. Thumbnail and Dummy
- Based on the media specifications selected, the designers can begin planning layout organization by creating thumbnails. Thumbnails are a miniature layout sketch. It is better making thumbnails directly with pencil and paper first. Thumbnails as a guides, dummy or mock up are useful for look, feel, and anticipate errors. Create a design before execute the design on the computer.
4. Desktop Publishing
- After all the guides and design materials are completed, then we can use the software on the computer to start the execution design. Currently there are many desktop publishing programs on the market, such as InDesign, PageMaker, Photoshop, FreeHand, Illustrator, CorelDraw and others.

2.6 Criteria of Making Good Magazines

According to Permatasari (2012, p.8), the criteria of good magazines include segmentation, functions, cover, layout, color, font, selection of the rubric, illustration, and size.

1. Segmentation
 - a. The mission target markets of magazines are in accordance with the readers.
 - b. The existence of the magazines in accordance with target segmentation mission of magazines.

- c. The names of the magazines are accordance with the targets segmentation.
 - d. The rubric contents of magazines in accordance with segmentation of the magazines.
2. The functions
 - a. Readers read the articles; the readers easily read it and get the benefits as well as the inspiration that can be implemented in their daily life.
 - b. Readers feel the benefits after reading the magazines.
 - c. The perceived benefits of reader matches with the name as well as target segmentation magazines.
3. Cover
 - a. Identifying the magazines in accordance with the established mission.
 - b. Attracting the attention of prospective readers to reedit.
 - c. Being communicative and informative.
 - d. Using suitable illustration and image that mach with theme issue of the magazines.
4. Layout
 - a. Layout is not monotonous.
 - b. Layout is grooved.
 - c. Layout is readable and understandable.
5. Colors
 - a. Colors do not hurt eyes and make eyes tired when reading
 - b. The use of color matches with the segmentation of the magazines and the theme and title of the rubric.
6. Font
 - a. The used font is easy to read (with readability and legibility).
 - b. The usage of font type matches with the theme or rubric title.

7. The selection of the Rubric
 - a. Content of the rubric matches with the name of magazines.
 - b. Existing rubrics can attract the attention.
 - c. There is at least 1 illustration or pictures each rubric.
8. The illustration or image
 - a. Illustrations on the cover matches with the theme of this magazines edition.
 - b. Illustrations or images on a page match with the article.
 - c. The illustrations are easy to understand.
 - d. Images have high resolution, so the picture looks clear.
9. The size
 - a. The size of magazines is not too big and not too small.
 - b. General sizes of the magazines are A4, Letter and B5 orF4.
 - c. Portability and not vulnerable damaged.

According to Jonah (2008, p.7) there are some criteria that need to be pay attention of in the steps of the making of the magazines are:

1. Determining the magazines page will be made, set the number of pages by the way divided into multiples of 4 for example: 12 pages, 16 pages, 20, 24, 28, 32, 36, 40, 44, 48, 52, 56 and so on. Important things to remember in any number of numbers of pages must be even if divided into 4. This is due to avoid excess or lack some of the blank page.
2. Standardizing the font size for the content of the magazines was 9-10 point Arial font type, times new roman, Georgia, Garamond etc. could adjust.
3. Standardizing the font sizes for title various starts at least 16 points to top Avoid copy and paste images directly, using the functions of the import file or files. It is available in CorelDraw, Photoshop, page maker, freehand and adobe in design (software used). Setting the margin will be more

dynamic and regularly when using the standard margin in general has been used by the media-print media. Minimal margins left, right, top, and bottom made 1.5cm.

4. Using resolution of 300 dpi in grayscale or color images settings (black and white), this is done to avoid the occurrence of ruptured when the image to be printed.
5. Using the composition of CMYK (cyan, magenta, yellow, black) and avoiding using RGB color (red, green, blue) because at the time the special color print offset machine always use CMYK process.
6. Having used image file storage format are PSD, TIFF, EPS, WMF.
7. Avoiding the use of font size small less than 5 points because it will affect the sharpness of process printing.
8. Recommending the contents page contains at least one picture per week marks

2.7 Strategies in Designing Magazines

Designing magazine is like a part of designing a book. According Rothstein (2007), there are some strategies to design magazines such as, define mission and editorial direction, examine size, paper, and use of color, maximize the art budget, create hierarchy, set table of content, establish an interior grid, refine typography, use ads strategically, organize work flow.

1. Define Mission and Editorial Direction
 - a. Publishers, editors, and designers will analyze the mission and goals of the magazines before it is established.
 - b. Editors will make bank questions, such as:
 - How has the content evolved over the years?
 - Who are the current competitors?
 - How has the readership changed?

- How has the publication's Web presence affected the print edition?
 - Does the design of the magazines reflect its editorial voice?
2. Examine Size, Paper, and Use of Color
 - a. Firstly the editor should explore production specifications: trim size, paper stock, and use of color because the slightest reduction in trim can yield significant savings, both in paper cost.
 - b. The editor should be able to evaluate the use of color and have knowledge about publications printing cost
 3. Maximize the Art Budget
 - a. Editors and publishers should be able to know budget that is established in order to develop a realistic strategy. It is also imperative that the magazine is designed with a modest budget.
 - b. Consider whether each feature needs to have a piece of art, shorter features that do not have artwork, have uniform treatments for headlines, subheads, and pull quotes, and establishing a consistent look and feel to the magazines
 4. Create Hierarchy
 - a. Designers and editors work closely to decide where the visual emphasis should be and best to organize the various department and sections.
 - b. Designers and editors should evaluate all elements in magazines: logo and cover.
 - c. Editors should give short information and good image for the reader. For example, several short articles can be joined together to create a department in the front of the magazines, creating a space for different points of view and breathing a new life into the magazines.

5. Set table of Content

Using Table of content, the designers try to make readers easily find out what are content they want read.

6. Establish an Interior Grid

Editors should know about using grid based on margin in the magazines because of the grid is the foundation in the design. Inexperienced designers usually think if the grid as a mere barrier but the grid can create unlimited variations, such as adding white space to create breath and color on the page

7. Refine Typography

Editors should adjust the selection of an appropriate body typeface, a typeface that is well matched to the spirit of the magazines and corresponding letter size. Proportions and styling must be carefully considered: its weight and leading, as well as hyphenation and justification.

8. Use Ads Strategically

Editors and designers should have strategies about placement of ads and then enhance the rhythm and pacing of the magazines. Ads should be placed opposite the openers to departments or sections, and never in the middle of a section or in the feature well. Half-page ads should be stacked together to create full pages, and quarter-page ads should be paired to create half pagers.

9. Organize Work Flow

Publishers and editors should have good relationship with design consultants or design studios because they can help to navigate design process to editor design studio provide direction

and the consultant can provide training and job descriptions for editor staff, outlining design and production responsibilities.

2.8 Paragraph

Paragraph can be defined in many ways, starting from simple one to more complicated one. Oshima and Hogue (1983) said paragraph is a basic unit of organization in writing in which a group of related sentences develops one main idea. While, Akhadia (1991) “*paragraf merupakan inti penuangan buah pikiran dalam sebuah karangan. Dalam karangan terkandung satu unit buah pikiran yang didukung oleh semua kalimat dalam paragraf tersebut, mulai dari kalimat pengenal, kalimat utama atau kalimat topik, kalimat-kalimat penjelas sampai pada kalimat penutup. Himpunan kalimat ini saling bertalian dalam satu rangkaian untuk membentuk suatu gagasan.*” It means that paragraph is the main idea in an essay. In an essay consists a main idea that is supported by a sentence. Started from opening sentence, main sentence or topic sentence, explanatory sentence to closing sentence.

Tarigan (1993) defined that “*paragraf adalah seperangkat kalimat tersusun logis-sistematis yang merupakan satu kesatuan ekspresi pikiran yang relevan dan mendukung pikiran pokok yang tersirat dalam keseluruhan karangan.*” It means paragraph is a set of sentences that is arranged logically-systematically which is followed by idea expression that relevant and supports implicit main idea in entire essay. It can call as a paragraph if still in one main idea.

In this case, Taringan observed some characteristics of paragraph, they are:

1. Each paragraph consists meaning, message, opinion, or main idea that relevant with the main idea of the entire essay.
2. Generally, paragraph is built by some sentences.
3. Paragraph is a coherent unity and solid.

4. The sentences of paragraph are arranged logically-sistematically.

Beside Taringan, Ramlan (1993) explained paragraph is “ *Bagian dari suatu karangan atau tuturan yang terdiri dari sejumlah kalimat yang mengungkapkan satuan informasi dengann ide pokok sebagai pengendaliannya*”. It means paragraph is a part of an essay or a speech that consists of some sentences which state information with main idea as its control.

Kusumaningsih, et.al (2013) said “*paragraf dapat menjadi penanda pembukaan topik baru, atau sebagai pengembangan lebih lanjut dari topik sebelumnya*”. It means that a paragraph can be as a marker of opening of a new topic, or as a further development from previous topic that give more detail.

Furthermore, Soejito cited in Kusumaningsih, et.al (2013) said “*Suatu paragraf memiliki ciri visual dan ciri ideal. Ciri visual adalah bahwa setiap baris pertama suatu paragraf diketik agak menjorok kedalam lima ketukan dari margin kiri dan selalu mulai dengan garis baru. Ciri idealnya adalah setiap paragraf hanya berisi satu pikiran, gagasan atau tema.*” It means that a paragraph has visual characteristic and ideal characteristic. Visual characteristic means every first line in a paragraph is typed jutted inside about five space from left margin and always starts with a new line. Ideal characteristic means every paragraph only consists of one idea, opinion or theme.

Based on the explanation of six experts above, the writer takes conclusion that a paragraph is the basic unit of organization writing that develops on main idea that supported by sentences that is arranged logically-systematically and state information with main idea as its control. Main idea in an essay which consists a group of closely related sentences arranged in a way that permits a central idea to be defined, developed, and clarified and can

be as a marker of opening of a new topic, or as a further development from previous topic.

There are four types of writing or essay. According to Semi in Kusumaningsih, et.al (2013) stated that writing or essay can be developed in four forms, they are (1) narration, (2) exposition, (3) description, and (4) argumentation. In this case the writer write a script of receptionist makeup tutorial with descriptive type.

2.8.1 Descriptive Writing

Description is an essay that has purpose to give detail of an object so that can give an effect to sensitivity and readers' imagination, as if they see, hear, and feel or experience it directly.

The characteristics of description are: (1) giving more detail about an object, (2) giving more sensitive effect and create readers' imagination, (3) delivered in interesting way and choose interesting words or diction, (4) give more detail or explanation about what can be heard, seen, and felt so that the object which are usually a thing, nature, color, and human, (5) the development's organization mostly uses space order.

In this case the writer writes script of receptionist hotel makeup tutorial with descriptive type. The writer describes step by step by using make up in detail.

2.9 Typography

Pujiriyanto (2005, p. 56) stated that large fonts can be grouped into five types, there are sans serif, serif, latin, decorative and monospace.

1. Sans Serif

It is a letter that has no hook, stemmed, simple and more readable. The other type is no stroke / tail. The tip can be a blunt (round bend) or sharp. The qualities of this law are less formal, warmer, and friendlier. Usually San-Serif is perfect for the screens (for display on the screen) because it is sharp and easy to read. The most popular Sans-Serif letters are Helvetica and Arial,

2. Serif

It is a form of letters that have hooks, with contrasting differences. Typeface (typefaces) with strokes adorn this typeface. This type is a formal letter. Serif expression of organization and intellectual. Very graceful and conservative. The most common example is the Times.

3. Latin

This type is a form of writing, contrast, and little, interconnected and flowing. Letters that like handwriting. This type of letter is also often called Cursive (Cursive). Give the impression of elegance, sophistication, and personal touch.

4. Decorative

The shape of the letter is very complicated design. This form of letters will be very confusing if used as body text, and is only suitable for use for titles. Kind of very much. Decorative fonts can produce different responses. Types of ornaments are usually easiest to use for titles, and better still as body text / body copy.

5. Monospace

Each letter of the monospace type has the same distance / width of each letter. The W and I have the same space. Example of monospace letters is Courier. The letter on the machine is also a monospace letter.

Type monospace by programmer for coding, and also for formatted text.