

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer explained definition of culture, intrinsic of culture, promotion, promotion through printed media, calendar, calendar as promotion media and design.

2.1 Culture

2.1.1 Definition of Culture

According to Kusdi (2011: 12),

“Budaya berasal dari bahasa Sanskerta buddhayah, yang merupakan bentuk jamak dari buddhi yang berarti pikiran atau kekal. Budaya adalah kata asing yang berasal dari kata Latin colere yang berarti memproses, menerjemahkan, dan terutama terkait dengan budidaya atau pertanian. Ini memiliki arti yang sama dengan budaya, yang kemudian mengembangkan maknanya untuk semua upaya dan usaha tindakan manusia untuk mengolah tanah dan mengubah alam”.

Meanwhile, Tylor (1874: 1) stated that culture as complex whole which includes knowledge, belief, art, moral, law, custom and any other capabilities and habits acquired by man as a member of society.

In conclusion, culture is everything that exists in society that becomes a shared value system, become a habit and become an identity for that society. The above opinions can be illustrated that culture is something that will affect the level of knowledge and includes the system of ideas or the ideas contained in the human mind, so that in everyday life, the culture is abstract. While the embodiment of cultural objects are created by humans as being cultured, and the behavior of objects that are tangible, such as patterns of behavior, language, equipment life, social organization, religion, art, which all intended to help sustain life in human society.

2.1.2 Elements of Culture

According Kluckhohn (2012: 46) there are seven elements of culture that can be regarded as a universal culture, namely:

1. Equipment of human life system and technology (clothing, housing, household appliances, weapons, production equipment, transport and so on).

To keep them, they will keep making the equipment or the objects. Introduction anthropologists in understanding people based on technology developed by society as something that is used as something simple. Thus, the discussion of the cultural elements included in the living equipment and technology is the subject of physical society.

2. Livelihoods and economic systems (agriculture, livestock, production systems, distribution systems and so on),

The livelihoods or economic activities of a community are the focus of an important ethnographic study. Ethnographic research on livelihood systems examines how the livelihoods of a community group or their economic system to meet their livelihood needs.

3. Community system (kinship system, political organization, legal system, marriage system),

The cultural elements of the kinship system and social organization are anthropological efforts to understand how humans form societies through various social groups. According to Koetjaraningrat each community group of his life is governed by customs and rules concerning various kinds of unity in the environment where he lives and mingle with each other day by day. The closest and basic social unity is its relative, the close nuclear family and other relatives. Furthermore, humans will be classified into geographical locality levels to form social organizations in their lives.

4. Language (spoken or written),

Language is a means for humans to meet their social needs to interact or connect with each other. In anthropological science, the study of language

is called the term linguistic anthropology. According Keesang, human ability to build cultural traditions, create an understanding of the social phenomenon that is expressed symbolically, and pass it on to the next generation is very dependent on the language. Thus, language occupies an important portion in the analysis of cultural systems.

5. Art (fine art, sound art, motion art and so on),

The attention of anthropologists on art begins with ethnographic research on the artistic activity of a traditional society. The description collected in the study contains objects or artefacts containing elements of art, such as sculptures, carvings, and ornaments. Early ethnographic writing about the elements of art in human culture is more directed to the techniques and processes of making the artwork. In addition, the early ethnographic descriptions also examine the development of music art, dance, and drama art in a society.

6. Knowledge system,

The system of knowledge in the universal culture is related to the system of living equipment and technology because the knowledge system is abstract and tangible in human ideas. The knowledge system is very broad in nature because it includes human knowledge of the various elements used in life. Many tribes can not survive if they do not know carefully in what seasons different types of fish move upstream. In addition, humans can not make tools if they do not know the exact features of the raw materials they use to make them. Each culture always has a set of knowledge about the ala, plants, animals, objects, and people around them.

7. Religion (belief system).

The origin of the problem of religious function in society is the question of why people believe in the existence of a supernatural or supernatural power that is considered higher than humans and why humans are doing various ways to communicate and seek relationships with these supernatural forces.

In an attempt to solve the fundamental question that led to the origin of the religion, social scientists assume that the religion of ethnic groups outside Europe is a remnant of ancient religious forms shared by all human beings in ancient times when their culture was still primitive.

2.2 Promotion

According to Swastha (2007),

“Promosi adalah kegiatan yang dilakukan untuk mengarahkan seseorang atau organisasi ke tindakan yang menciptakan pertukaran dalam pemasaran. Promosi sebagai komunikasi non-individu dengan sejumlah biaya, melalui berbagai media yang dilakukan oleh perusahaan, lembaga nirlaba dan individu”.

Moreover Tjiptono (2002) stated that

“Promosi adalah kegiatan pemasaran yang berusaha menyebarluaskan informasi, mempengaruhi atau membujuk dan mengingatkan target pasar perusahaan dan produknya untuk bersedia menerima, membeli dan setia terhadap produk yang ditawarkan oleh perusahaan yang bersangkutan sebagaimana dikutip.”

From the descriptions above the writer concluded that the promotion is an activity undertaken by the company in order to influence the consumers directly or indirectly increase sales turnover through the creation in marketing.

2.3 Promotion Through Printed Media

The printed media are static and prioritized on visual messages produced from the printing process; raw materials and means of delivering the message using paper with various types (webbisnis.com: 2015).

Sari (2016) stated that printed media such as newspapers, tabloids and magazines can be alternatives to promote products and services. Local printed media and national are the main source of information are usually printed in large members and distributed to many people in a relatively short time.

According to Eliah (2015), the kinds of printed media divided into eight. They are poster, banner, brochure, flyer, calendar, catalog, name card and t-shirt. Eliah (2015) said that

“Penggunaan kalender sebagai media cetak promosi cukup potensial. Orang cenderung menyimpan kalender sebagai perangkat penunjuk serta tanggal dan hari dalam sebulan sehingga media dapat menampilkan pesan (brand) yang memiliki umur panjang. Jumlah lembar kalender bervariasi. Ada kalender yang hanya berupa satu lembar poster dan beberapa dalam bentuk banyak lembaran”.

Based on explanation above, there are a lot of printed media that can be used to promotional activities, for example poster, banner, brochure, flyer, calendar, catalog, name card, and T-shirt. Each print media has its advantages and effectiveness of each level. Therefore, the writer used calendar as one of printed media to promote cultural heritage of Palembang.

2.4 Calendar

According to Maheswara (2012: 291) *“Kalender adalah sistem untuk menghitung waktu. Waktu dibagi menjadi hari, minggu, bulan dan tahun. Ada dua sistem kalender, yaitu kalender AD (tugas aktif) dan kalender hijriyah”*. Based on KBBI in Sungging (2014) *”Kalender adalah daftar hari dan bulan dalam setahun; kalender, almanak. Yang berarti bahwa kalender digunakan sebagai alat yang merupakan penanda perubahan harian yang kita kenal sebagai waktu”* Azhari (2008) in Sari (2016) stated that calendar is an organizing system of times for identification purposes as well as the calculation of the time in the long run.

Based on the shape, calendar divided into two (Fabian, 2013) in (Sari, 2016). They are calendar table (desk calendar) and wall calendar.

1. Calendar Table or Desk Calendar

Desk calendar is one of type of calendar that is put on the desk work (generally). Desk calendar has two forms, namely portrait (with standing format) and landscape (with sleeping format). Generally, calendar desk format can be either monthly (one month) or bi-monthly. The size of desk calendar in general is 6 x 6 inches.

2. Wall Calendar

Wall calendar is one type of calendar in which the function of this calendar as the calendar is in place on the wall. As well as the desk calendar, wall calendar is also shaped portrait and landscape. The average size of wall calendar is 30 x 30 cm.

In short, calendar is a list or system of the time, include days, weeks and months of the year. Calendar is also an organizing system to calculate the time for identification purposes. There are two kinds of calendar based on the shape; desk calendar and wall calendar.

2.5 Calendar as Promotion Media

According to Soegijanto (2010: 55)

“Pada saat ini kalender memiliki fungsi ganda, pertama adalah panduan untuk menentukan tanggal, hari, bulan dan tahun, dan kalender juga memiliki fungsi sebagai sarana promosi. Alasan lain adalah efektivitas banyak hal yang dapat ditampilkan dalam kalender. Biasanya, gambar yang ada di kalender terkait satu sama lain (bertema) seperti berbagai jenis binatang, gambar pemandangan, gunung, pohon, bunga, orang di perusahaan atau lembaga, dan peristiwa penting di seluruh negeri.”

On the other words, calendar provides benefits for the recipient. This is one promotional product that is not likely to be discarded and very possibly will be displayed at home or in the office. It might even given pride to those who receive it. Everyone must see the calendar, not only by customers, but they also must have seen relationships. Calendar impact promotion has chance to be seen more often, especially if it is put in strategic places.

Wibisono (2015) stated that *“Kalender memiliki beberapa manfaat sebagai media promosi yaitu tepat sasaran (target audience), keuntungan dari brand atau penjualan, memberikan image yang positif, unik dan memiliki daya tarik, memiliki waktu promosi yang panjang.”* It means calendar as a good promotion media fulfills the following criteria. (1) right on target / target audience; (2) benefits achieved promotion (both for branding, selling or both); (3) provide a positive image; (4) unique and appeal; (5) having a life time as long as possible.

In conclusion, calendar has dual function, as a guide to determine the date, day, month, year and also can be as promotion. Calendar is one of effective promotion media with the purpose of sale. Many things can be display in calendar it is useful thing in the daily life. Besides, calendar fulfills the criterias to be a good promotion media. For example, right on target, benefits achieved promotion, provide a positive image, unique and appeal and having a life time as long as possible.

2.6 Design

According to Evans and Thomas (2012: 3), design is a visual language that is built on fundamental principles and elements. The principles are the organization used in conjunction with the elements to create order and visual interest. The elements of design constitute the content of a graphic design composition. In addition, Riitahuhta (2013: 7) stated that *“Desain adalah jenis kegiatan tertentu, berbeda dari pemecahan masalah dan perencanaan serta kegiatan manusia lainnya.”*. According to Sitepu (2004: 8) *“Desain grafis sebagai desain komunikasi visual adalah pekerjaan mengkomunikasikan di mana pesan disampaikan dalam bentuk visual menggunakan teks dan gambar untuk memberikan informasi”*.

Another definition stated by Sriwitari and Widyana (2014: 10)

“Produk desain grafis atau desain komunikasi visual dapat dijumpai di mana-mana dalam kehidupan kita sehari-hari, seperti iklan (media cetak atau elektronik), internet, poster, booklet, majalah, papan nama, brosur, kartu nama, kemasan, billboard, animasi, dan sebagainya”.

In conclusion, design is planning in the making of an object interest that has the job of communicating where the message is delivered in visual forms using texts and images for giving information.

2.6.1 The Elements of Design

Resnick (2003: 23-24) stated that the elements of design are line, shape, texture, space, size and value.

1. Line

Line is the element of length as a mark connecting any two points. Line can organize, direct, separate, be expressive, suggest an emotion, or create a rhythm. They can join elements or divide them using a rule which is a line that separates one element in a design from others.

2. Shape

Shape refers to the external outline of a form or anything that has height and width. An example would be the three basic shapes: the circle, the square, and the triangle, considered to be the fundamental shapes found in all design.

3. Texture

Texture is the look and feel of a surface. In two – dimensional form, texture is essentially visual and adds richness and dimension to work. Texture can also refer to pattern, which is visual texture.

4. Space

Space refers to the distance between shapes and forms, but it is best understood in design as white space or negative space – terms used to refer to the empty but often active areas that are void of visual elements.

5. Size

Size is how big or small something is in scale to other object. Scale refers to the process of making size relationships. Unless there is a scale of reference within design, it is impossible to discern the relative size of object and the meaning they represent.

6. Value

Value is the relative lightness or darkness of an area or object. Value adds dimension by creating the illusion of depth in a design. With the additional of color, you can create and convey a mood to enhance a strong concept.

2.6.2 The Principles of Design

Resnick (2003: 24–25) mentioned that the principles of design are balance, emphasis, rythm, unity, and contrast.

1. Balance

Balance occurs when all the design elements are equally distributed through the design. There are essentially two types of balance: *symmetrical* and *asymmetrical*. *Symmetrical* elements are arranged equally on both sides of a composition to suggest a stable or static motion. *Asymmetrical* elements create a deliberate imbalance to suggest variety or dynamic movement.

2. Emphasis

Emphasis indicates the most important elements on the page based on the message. It is the element that stands out and gets notice first.

3. Rythm

Rythm is a pattern created by repeating elements. Rythm denotes the movements is the way that elements direct our gaze to scan the message for understanding or information.

4. Unity

Unity is achieved when all the design elements relate to one another and project a sense of completeness. A viewer will always seek unity in a message. Without it, the viewer will lose interest.

5. Contrast

Contrast stresses the visual differences in size, shape, and color between the elements to enhance the perception of a message intended. Contrast also draws and directs the viewer's attention to specific area of information.