

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

Tourism is defined as an interconnected system that includes tourists and related services provided and utilized (facilities, attractions, transport, and accommodation) to assist their movement, Fanel (in Gede and Surya, 2009, p.45). 'Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited' (World Tourism Organization, 2005).

In conclusion, tourism is activities that have connection between the tourists and the service provided in order to tourists can find the harmony and happiness in their journey.

2.1.1 Types of Tourism

There are some types of tourism, Pendif (in Safitri, 2016, p.6-7) states that tourism can be divided into 14 kinds, they are;

1. Cultural Tourism: Cultural tourism is a journey to another place or abroad is done with the intent to know and learn about the State of the people, habits and customs, way of life, culture and art societies in the intended location.
2. Health Tourism: Health Tourism can be defined as a tourist trip with the intention to change the circumstances and interests of everyday environment where a break in the sense of physical and spiritual. Sights include the hot springs, the place with the climate salubrious air or places that provide healthcare facilities such as hospitals, health and more.
3. Sport Tourism: Sport Concept is a journey aimed at exercising or intentionally taking part in sports activities either official or not somewhere.

For example, the Asian Games, Olympics, Thomas Cup, fishing, swimming and more.

4. Commercial Tourism: Commercial Tourism is travel for the purpose of visiting commercial activities such as exhibitions, business expo and fair commercial in nature.

5. Industrial Tourism: Industrial Tourism can be exemplified as travel activities conducted by the student or group of students, to an area or industrial complex where there are factories or workshops with the goal and purpose to conduct the review or research.

6. Political Tourism: Political Tourism the travel activities undertaken to visit or take an active part in political activity events both domestically and overseas. For example, attended the celebration August 17 in Jakarta, the king's coronation, congress and etc.

7. Convention Tourism: Convention Tourism can be interpreted as a trip to the region with the aim to attend the convention activities such as work meetings, national conference and so on. Examples, KTT APEC, ASEAN and other summits. Convention travel nowadays known as MICE (Meetings, Incentives, Conferences and Exhibitions). Namely travel related activities and exhibition meeting that bring people together.

8. Social Tourism: Social Tourism can be described as organizing an inexpensive trip and easy to give an opportunity to the economically weak segments of society to travel. For example, for the workers, farmers or orphanage children.

9. Agricultural Tourism: Tourism of this type can be exemplified as a journey undertaken to projects of agriculture, farming, breeding ground, and so for the purpose of study and research.

10. Maritime or Marine Tourism: Tourism is widely associated with sports activities on the water, like a vacation at the beach, bay, or ocean. Its activity

can be sunbathing, fishing, sailing, swimming competition, competition boats, surfing and more.

11. Nature Preserve Tourism: The type of this tourism specializes on a visit to a nature reserve area, protected parks, forests, mountainous area, with the intention of enjoying the beauty of nature, breathe fresh air, see a variety of animals or plants.

12. Hunting Tourism: This type is widely carried out in countries that do have areas or forests where hunting is justified by the government and encouraged by various agents or travel agency.

13. Pilgrim Tourism (pilgrimage): These tours are linked to religion, history, customs and beliefs of the people or groups of people. Pilgrim Tourism do tour to the holy places, tombs of great men or leaders, the Vatican, Mecca, the Borobudur temple, Besakih temple, or the tomb of Wali Songo.

14. Honeymoon Tourism, which is an organization of trips for couples pigeons, newlyweds, honeymooners with special facilities and its own for the sake of pleasure trips.

2.2 Booklet

According to 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. Furthermore, Booklet is a medium for delivering messages in the form of books, whether in the form of writing or drawing (Maulana, 2009: 174).

In conclusion, the definition of booklet is a small book that consists of writing informations and also the pictures and the shaped is half of quarto.

2.2.1 Advantages and Limitations of Booklet

According to Ewles (2011: 8) in Roza (2012: 4) booklet has the advantage of being the following:

- 1) A medium or tool for learning independent
- 2) The contents easily learned
- 3) information for family and friends
- 4) Easy to be made, reproduced, repaired and adjusted
- 5) Reduce the need to record
- 6) It can be made in a simple and relatively inexpensive cost
- 7) Durable
- 8) Has a wider capacity
- 9) Can be directed at a particular segment.

Beside that booklets as printing media have limitations. According to (Anderson, 1994) the limitations in the printing media are :

- 1) It takes a long time to print depending from messages to be delivered and tools used to print
- 2) It is difficult to display motion on the page
- 3) The message or information is too much and long will reducing the intention to read the media.
- 4) It needs good care to keep the media undamaged and lost.

From the explanation above the writer concluded that a booklet has several advantages compared to other media. One of them, booklets have an easier manufacturing process and relatively cheaper costs and booklets have a longer lifetime than video and audio media. In addition, the booklet also has the disadvantage, when there are many messages, they can cause boredom for the readers, so the information can not be delivered thoroughly. In addition, the process of printing booklets require considerable cost because the quality of the booklet should be attractive for first impression of the readers.

2.2.2 The Elements of the Booklet

The following are the elements of the booklet which stated by White (2011) cited in Tila (2017):

1. Lines
Lines connect two points and can be used to help define shapes, make divisions and create texture. There is no specific consideration in choosing the line to make a picture story book.
2. Shapes
Shapes are self-contained areas. To define the area, the graphic artist uses lines, differences in value, color and/or texture. Every object is composed of shapes.
3. Color
Color palette choices and combination are used to differentiate items, create depth, add emphasis and/or help organize information. Color theory examines how various choices psychologically impact users.
4. Space
The space is the most commonly overlooked element and is commonly undervalued by clients. It can refer to space inside an object, or “negative space” around objects. It is crucial to establishing Balance and Movement in a design.
5. Texture
Texture refers to how a surface feels or is perceived to feel. By repeating an element, a texture will be created and a pattern formed. Depending on how a texture is applied, it may be used strategically to attract attention.
6. Size
Playing with the size of your objects, shapes, type and other elements add interest and emphasis. The amount of variation will depend heavily on the content within. Subtle differences suit professional content, while bold ones prefer creative enterprises.
7. Value
Value refers to how bright something is. Value is frequently used separately from color, in the forms of black, white, and gray.
8. Typography
Typography refers to which fonts are chosen, their size, alignment, color, and spacing.

9. Form

Form applies to three-dimensional objects and describes their volume and mass. Form may be created by combining two or more shapes and can be further enhanced by different tones, textures and colors.

2.3 Designing

2.3.1 Elements of Design

Kusuma (2013, p.11) states some elements in designing. They are cover, content, pictures and background.

1. Cover

Cover is the place for book's title. The cover of book can be judged from many points of view such as colors and pictures which are related to the content of book and also kinds of words that are used to make the cover more interesting.

2. Content

Content contains chapters, sub chapters which is the essence of the book. The subject matter of the book contains a writing that has a goal to deliver information.

3. Pictures

The purpose of using the pictures on a book is to explain more about the information. As Fajrin (2015) argued in Windarti (2017) that picture as a form of visual symbol or language in which there are structures such as line, shape and composition. Pictures are grouped into several categories from different non verbal communication language to verbal language in the form of writing or speech.

4. Background

Background is related to theme of the story. The background must be able to illustrate the situation or condition around the characters and to support the story.