

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

According to Fandeli (1995) tourism is everything to do with travel, including the concession of tourism objects and attraction as well as related efforts in the field. Tourism is an activity travelling from one place to another destination outside the home, with the intention not to make a living, but to re-create both physical and psychological leisure. Tourism is a complex phenomenon in society, which includes hotels, attractions, souvenir, tour guides, tour transportations, travel agencies, restaurants, and many others. Other opinion from Williams (2004) states that tourism is part of leisure and recreation yet the majority of this type of activity is home-centered or local to the home. According to Soekadijo (2002) claims that tourism is related to the tourists with all activities in it.

Based on the definitions according to the experts above, it can be concluded that tourism are the activities some people for going to some place.

2.1.1 Type of Tourism

According to Wahyono (2013) there are ten types of tourism. They are cultural tourism, health tourism, sports tourism, commercial tourism, tourism industry, political tourism, social tourism, agricultural tourism, and maritime tourism.

1. Cultural tourism

It is intended that the journey undertaken on the basis of desire, to expand one's view of life by traveling or reviewing elsewhere or abroad, studies the state of the people, customs and traditions, way of life, culture and art of the local community concerned.

2. Health tourism

This is means by a traveler's journey with the aim of exchanging circumstances and the daily environment in which he lives for the sake of resting the nature of a spiritual and spiritual sense, by visiting a resort like a healing mineral spring, a place with an air climate or places that provide other health facilities.

3. Sports tourism

This is intended for travelers who travel with the purpose of exercising or intentionally intend to take an active part in a sports party in a place or country such as Asean Games, Olympiad, Thomas and Uber Cup, Wimbeldon, Tour de Fance, F1, World Cup and other sports . Kind of sports are included in the type of sports tours that are not classified in sports parties or games, such as hunting, fishing, swimming, and various sports in the water or on the mountains.

4. Commercial tourism

This type includes travel to visit commercial fairs and fairs, such as industry fairs, trade shows and so on. In the beginning many people argue that this can not be classified into the type of tourism because it is commercial, only done by people who specifically have a specific purpose for business.

5. Tourism industry

Closely related to the commercial tour. Travel conducted by a group of students or students, or ordinary people to a complex or industrial area that there are many factories or large workshops with the intent and purpose to conduct a review or research.

6. Political tourism

This includes travel to visit or actively participate in political events such as the anniversary of a country / Independence Day celebration where accommodation facilities, transport facilities and attractions are held magnificently and festively for the visitors.

8. Social tourism

This type of tour is the organization of a cheap and easy way to give opportunities to the weak economic community (those who can not afford to pay anything that is luks) to travel.

9. Agricultural tourism

This type of tour is the organizer of trips made to agricultural projects, plantations, nursery fields and so on where tourists can visit and review for study purposes or just looking around.

10. Maritime tour

This type of tour has much to do with the activities in the water such as in lakes, rivers, beaches, bays or open seas such as fishing, sailing, diving, and surfing.

2.1.2 Elements of Tourism

According to Biju (2006), there are four elements of tourism. They are travellers, tourism promoters, tourism service suppliers and external environment.

a. Travellers

Travellers are the main focus of all the model in tourism activities.

b. Tourism promoters

The first layer that are closer to the travellers are tourism promoters. Examples of tourism promoters are tourism boards, direct marketing companies, meeting planners, travel agents and tour operators.

c. Tourism service suppliers

Kinds of tourism service suppliers are airline companies, bus operators, railway corporations, cruise ship operators, hotels, car rental companies, etc.

d. External environment

All of member; individual or group responding to a variety of social/cultural, political, environmental, economic and technological force.

2.1.3 Tourism Destination

According to Gunn & Var (2002), tourism destinations is a place or location in addition to having the attraction that can be seen by tourists, also available a variety of activities that can be done tourists in the place, so that tourists are hooked to visit. Cooper (1993) states tourism destination is one of the most important elements in the tourism system because it becomes a pull motivation for tourists to travel and attractions and attractions that destinations will lure tourists to visit. Furthermore, Law No.10 of 2009 which confirms that the tourism destination is a geographical region located in one or more administrative regions where there is a tourist attraction, public facilities, tourism facilities, accessibility, and community are interrelated and complementary realization of tourism.

From the above opinion can be said that in order to be called tourist destinations, should the region has a characteristic or uniqueness in order to provide the charm or attractiveness of a visitor during his visit and can even lure longer with a return visit to the destination.

2.2 Booklet

According to Kusrianto (2007), a booklet is printed materials consisting of a few pages indexed so it looks like a book. Meanwhile, Oxford Dictionaries states that a booklet is a small and thin book with paper covers and typically giving information on a particular subject. While, Rustan (2009) says that a booklet as publication

medium that can accommodate and share some information because it has many pages. In addition, Yudita (2013) states that booklet is a mass communication media that aims to deliver the message of promotions, suggestions, prohibitions to audiences in the printed form in order to make the target community understand about the message and follow the messages that contained in the booklet.

From those definitions, the writer can conclude that a booklet is a small book that provide some informations about anything that someone need to promote the products or services that is offered which have some criterias on the contents of the booklets.

2.2.1 Types of Booklet

Booklet can be used as small storybook, instructional manuals, recipe books, and are often used as brochures, catalogs, blades, and inserts for CDs and DVDs (CD booklet). Some reports, including annual reports, are essentially special purpose booklets (Howard, 2014).

Howard (2014) says that design considerations for booklets are:

1. Creep occurs with booklet and other publications that use saddle-stitch binding and needs to be compensated in the design. If there is no creep allowance, when pages are trimmed the outer margins become narrower toward the center of the booklet and there is the possibility that text or images may be cut off.
2. Creep Allowance is a method of counteracting the creep that occurs with some booklets. If creep is noticeable, copy can be repositioned toward the center of the spread for those pages in the center of the booklet. When trimmed, all pages will have the same outer margins and no text or images are lost.

3. Imposition refers to arranging pages for printing so that when assembled into a booklet or other publication they come out in the right reading order. Printing a 5.5x8.5 booklet on your desktop printer, for example, requires the use of imposition to print the pages onto letter size (8.5x11) sheets of paper that when assembled and folded end up with the pages in the right order for reading.
4. Saddle-stitched binding is one of the most common binding methods for booklets. Saddle-stitched or saddle-stapling or “booklet making” is common for small booklet, calendars, pocket-size address books, and some magazine. Binding with saddle-stitched creates booklets that can be opened up flat.
5. Booklet Envelopes are open side envelopes with small square or wallet flaps and side seams. Booklet envelopes are used not only for booklet but for brochures, catalogs, annual reports and other multi-page mailings. They work well with automatic-insertion machines.

2.2.2 The Advantages and Disadvantages of Booklet

According to Kemm (1995), booklet have two advantages. First, they can be learned at any time because of book-shaped design. It means you can carry out the booklet everywhere and anytime you want. Second, booklet relatively contain more informations compared to the poster. It means in booklets you can find more varieties of information. While, Ewles (1994) states that booklet have some advantages as described below:

- a. People can learn and read booklets independently
- b. Users can view or see the contents of booklet at leisure time
- c. The information can be shared with family and friends
- d. Booklet can reduce the need of note-taking
- e. Booklet can be made in a simple shape
- f. The cost of making booklet are relatively cheap

However, according to Mukhair (2012), booklet also have some disadvantages. First, booklets can not be spread throughout the community due to the limitation of distributions. Second, the process of delivering information from booklet can not be understood directly because the readers must read the contents of the booklet first until they get the real meaning of the contents in booklet. Meanwhile, Anderson (1994) states that there are four disadvantages of booklet. First, the process of printing a booklet takes a long time. It depends on the messages or contents that will be delivered and the tools that is used in printing a booklet. Because printing a booklet can not be finished in one day. Second, the price of making a booklet is expensive because in printing booklet that usually consist of photos or color images need more money or high cost. Third, there are so many informations in booklets and it is too long. In booklets usually provide more informations or messages that is not really needed which will reduce the intention to read a booklet. And the last, the maintenance and the storage of booklets that is less noticed by users. It means that the users of booklet should take care of the booklet so that it will not be damaged and lost. In addition, according to Gustaning (2014) there are four disadvantages of booklets. First, this medium takes a long time for printing based on orders and tools that used for printing. Second, it will be more expensive to print out pictures or photos. Third, a booklet needs a good care to make pictures or text is not missing or damage. The last, if booklet is too thick, it will decrease the reader's interest.

2.2.3 Characteristic a booklet

Suleman (1998) says that booklet is category of the line media. Based on the characteristics attached to the below line media, messages written on the media is guided by several criteria, they are, In the Form of text and images, or combination of both, he word used economically, using short sentences, simple, brief, and concise, using capital letters and bold, the use of letters not less than 10 pt, accordance the contents to be delivered, and about packaged interesting. The most important thing to

make a booklet is not too much use rambling sentences. Expand to show interesting pictures with clear statements. Layout design is also not too standard. Make it attractive and interesting, because booklet is usually kept by people longer than brochures and others. Even people save the booklet to get information later, so people can get the information from the booklet easier.

And Sitepu (2004) said that Graphic design is often called as beauty (aesthetics). Beauty as the needs of every person contains the values of subjectivism. In creating attractive and valuable art visual graphic, understanding the elements or the basic elements of graphic design is very important.

There are five elements of graphic design as follows:

1. Line

Line in graphic design is divided into four; vertical, horizontal, diagonal, and curves. In the graphic design, the line is used to separate the positions among other graphic elements in the page. Besides, it can be used as bookmark specific parts with aims as descriptors to the reader.

2. Shape

Shape is a field that happens because it is limited by a contour (line) or limited by the existence of different colors or by shading or dark light of the texture. Shape can be a natural form (figure), and non-natural form (non-figure).

3. Space

Kusmiati (1999) said that space occurs due to the perception of the depth that feels far and near, high and low, looking through the sense of sight.

4. Texture

Texture is the visual elements that show a sense of surface material which is intentionally created and presented in the order to achieve such a form, either in the form of real or apparent. For example impression wood texture, hair or glasses.

5. Color

Color caused by differences in the quality of light reflected or emitted by the object. When we see color, we actually see the waves of light reflected or emitted by the object. To produce harmonious colors, use colors that are adjacent to each other. For example red with yellow, and to produce the complementary color use the opposite position, such as red with blue.

After the explanation above, the writer conclude that before designing, we should considered the design elements. The elements are line, shape, space, texture, and color.