

## **CHAPTER 2**

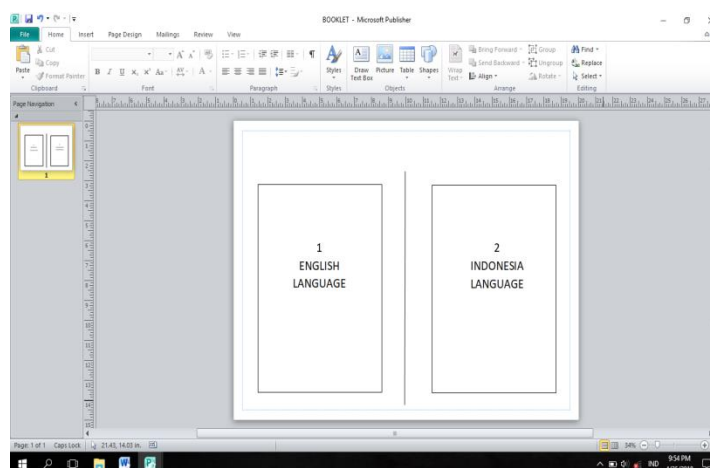
### **LITERATURE REVIEW**

#### **2.1 Design**

According to Gunarto and Murtihandi (1982, p.19), design is an idea concept to create something, through planning until the thing has created a goods, or design means someting that the plan has several elements to actualize something become real. Susanto (2002, p.37) states that design is planning or arrangement from element of artworks that needs the principle of design, those are unity, balance, rhitme, and portion.

Further Archer (1976) states that design is one form of physical and spiritual needs of human are described through a variety of experiences, expertise, and knowledge that reflects the attention to the appreciation and adaptation to his surroundings, especially relating to the form, composition, meaning, and value. Design means that the concept to create something through planning that until creating the goods. Design also has the artistical value from several elements. According to Sipahelut (1991, p.24) the object of design elements are:

##### **1. Line Element**



Line element is a result of scratch on the surface of the hard object into the nature object (land, sand, leaf, etc) or artificial object and through the scratches like line element

## 2. Form Element

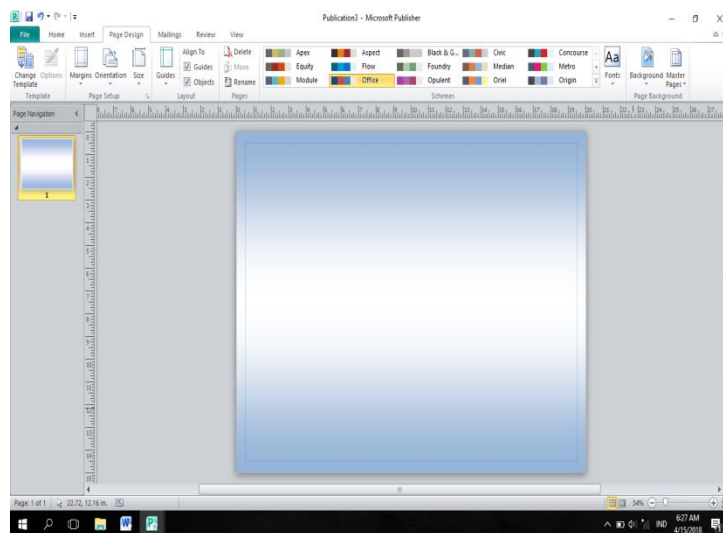
The screenshot shows a Microsoft Publisher window with a form titled 'Userform1' overlaid on a spreadsheet. The form contains the following fields:

- NIS
- Nama Lengkap
- Tempat Lahir
- Tanggal Lahir
- Jenis Kelamin
- Alamat
- NISN
- No HP
- No SKHUN
- No Seri Ijazah
- Nama Ibu Kandung
- Tahun Lahir
- Pekerjaan Ibu
- Pendidikan Ibu
- Nama Ayah
- Tahun Lahir
- Pekerjaan
- Pendidikan Ayah
- Penghasilan Ortu
- Alamat Orang Tua

Buttons at the bottom of the form include 'Simpan', 'Cari Data Siswa', and 'Close'.

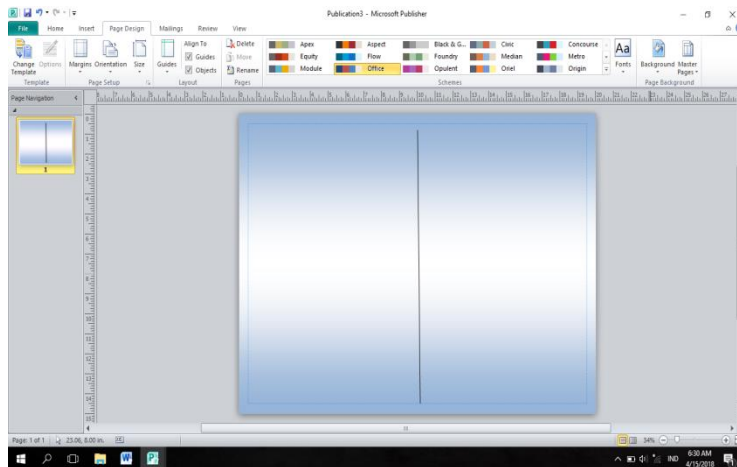
Form element is a model. Model means the pure form object that can be seen by the eyes that has the square nature, circle, triangle, and etc.

## 3. Color Element



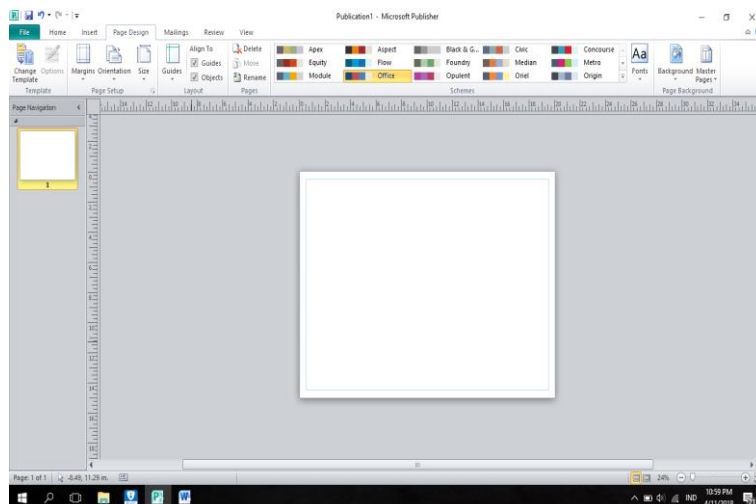
Color element is the element of artworks that is most dominant. The dominant of the color can give the sign for something planned that can be seen clearly.

## 4. Texture Element



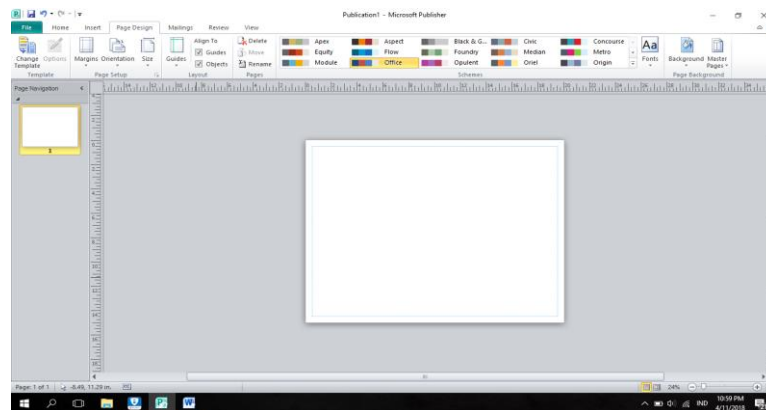
Texture element is artworks that shows the sense material surface that deliberately made and come in the atmosphere in such form, besides it gives the specific sense on the surface.

## 5. Size Element



Size element is the element of artworks that needs to be note and count between the small to big, tall to short, wide to narrow artworks.

## 6. Shape



Shapes are all things that have a high diameter and with. The basic form known to people is the circle box and the triangle the category in form are letters, symbols and real shape as explained below: 1. Letters represented in visual (image) form which can be used to form writing as representatives of verbal language with direct visual form, such as A, B, C, etc. 2. Symbols Symbols represented the shape of a thing simply and can be understood in general as a symbol or symbol to represent a real object such as, ?, !, etc. 3. Real shape Real shape reflects the real condition of an object.

### 2.2 Bulletin

In ordinary language, Bulletin is defined as a collection of various information that not only announced but also explains in detail where the contents of more complete use of support such as tables, photos and others. Its content is more to the purpose of promoting something and the issues discussed are not just one problem, but rather widespread.

Understanding bulletin in general according to Widjaja, (2002, p.83) is: One visual communication media in the form of a collection of sheets or books cultivated regularly by an organization or agency. And in the bulletin contains official statements and brief for the public.

The most important thing in the contents of the bulletin is an interesting presentation, in accordance with the tastes and interests of users (audiences) who became the target.

### **2.2.1 Bulletin Function**

Bulletin is a communication medium within an organization or company, then the bulletin directly has a special function. According to Effendy, (1990, p.8) Bulletin as communication media serves as:

- 1. Inform (to inform)** that is to provide information to the public, to inform the public about events that occur, ideas or thoughts, and the behavior of others. As well as everything that others do
- 2. Educate (to educate)** as a means of education, with human communication can convey ideas and thoughts to others so that others get information and knowledge
- 3. Influencing (to influence)** is the function of affecting each individual who communicates, of course, by mutually influencing the way of thinking communicant and further trying to change attitudes and behavior communicant in accordance with the expected
- 4. Entertaining (to entertain)** ie communication serves to convey entertainment or entertain others.

### **2.2.2 Types of Bulletin**

Today, there are many types of bulletin. Those bulletin can contain education, entertainment, health information, business, stories, articles, fiction, recipes, images etc. According to Kerala (2015) types of bulletin are as the following :

#### **1. General Interest Bulletin**

This type of bulletin is published for a wider audience to provide information, in a general manner and the focus is on many different subjects. The main purpose of a general interest bulletin is to provide information for the general audience. It is written by journalists, freelance writers or staff correspondents of the bulletin. These periodicals may be quite attractive in appearance, with articles often heavily illustrated with photographs. The language of these publications is geared to any educated audience. There is no specially assumed target audience. More interest and a certain level of intelligence is only required to read and enjoy such

bulletin. These are usually published by commercial enterprises, though some are published by professional organizations.

## 2. Special Interest Bulletin

Special interest publications are bulletin directed at specific groups of readers with common interests. Most special interest bulletin cater to any specific interests or pursuits. For instance, there are bulletin that cover school, campus, religion, children, music and so on. While some attempt to cover all aspects of a broad subject, others are concerned only with a particular element of the general subject. Specialized periodicals also serve most professions, industries and organizations.

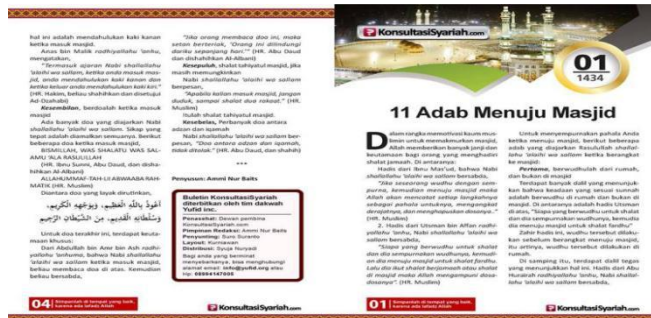
Special interest bulletin have been growing in recent years, not only in terms of the number of readers, but also in the increasing number of consumer advertisers who have seen the benefits of the medium. Circulation varies for a special interest bulletin. But, even though the circulation is small, it is usually stable over the short term and offers an advertiser a well-defined market. Obviously, for a specialist product, there is no better place to advertise than in a bulletin which concerns itself directly with the product area.

### a. Campus Bulletin



Bulletin campus means a bulletin containing important information that informs all the activities on campus.

## b. Islamic Bulletin



Islamic bulletin is a bulletin that informs about major Islamic events or about anything else that concerns Islamic religion.

## c. Child Bulletin



Child Bulletin about a child that contains a variety of activities and interesting things that make the children feel happy and want to know more. The main aim of children's bulletin is to engage children to learn new things through entertainment and to provide memories that last a lifetime. The content is delivered through colourful images, read-aloud stories and various fun activities that both the parent as well as the child can enjoy together. Children's bulletin are designed to set young children on the path to become curious, creative, caring, confident individuals through reading, thinking and learning with a wide variety of stories, puzzles, crafts, games and activities.



#### d. School Bulletin



School bulletin usually contain poems, collections of works and announcements about the news activities in the school.

#### e. Environmental Bulletin

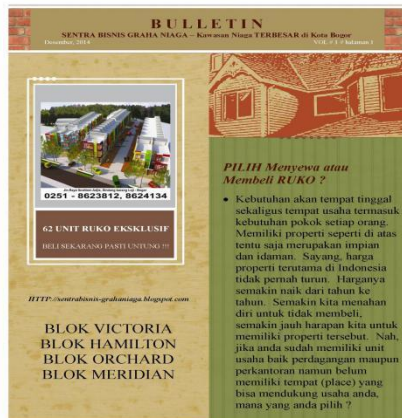


The purpose of this type of bulletin is to provide information on environmental issues and to share ideas about our diverse and dynamic environments so that readers can lead a more sustainable life and connect themselves with sustainable ideas and efforts for change, and to building a more just and sustainable future. Environment bulletin usually informing or describing biodiversity, the availability of good water, the impact of weather changes for the environment and also contains ways to avoid or protect the environment. They cover everything related to the environment - from major problems such as climate change, renewable energy, toxicity and health to topics that directly affect the reader's daily life: population, poverty, consumption and the environment in general. Environment bulletin usually informing or describing biodiversity, the availability of good water, the



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## f. Business Bulletin



Most of these bulletin are dedicated to the dissemination of information related to certain business fields such as accounting, banking, finance, international business, management, marketing and sales, real estate, small business etc. They browse the latest news and reviews about current trends in the business world. Business bulletin offer readers unparalleled views on business and economic news, with unparalleled access to business drivers around the world. It also provides the latest news on trends and developments in global business, financial markets, and personal finance. For example a business bulletin about property and others.

## g. Sports Bulletin



Sports bulletin usually feature articles or sports segments consisting of many pictures and photographic illustrations. Some bulletin concentrate on all general sports news and related issues while others concentrate on certain sports or games such as soccer, baseball, athletics, etc. But the common goal of any sports bulletin is to bring fans into the game and provide a mix of columns, features, player profiles, scores, stats, and game analysis. In addition, the purpose of sports bulletin is to inform news and information about sports, reviews, interviews, expert advice, player profiles, season previews, predictions and pre-match analysis and quality photos are some of the key ingredients in sports bulletin.

## h. Healthy Bulletin



Healthy bulletin usually about health usually discuss about healthy life.

### 2.2.3 Criteria of Making Good Bulletin

According to Permatasati cited from Sari (2012:p.8), the criteris of good bulletin, include:

1. Segmentation
2. The Functions
3. Cover
4. Layout
5. Color
6. Font
7. The selection of the rubric
8. The illustration or image

## 9. The size

In addition, According to Jonah (2008, p.7) there are some criteria that need to be taken care of the making bulletin are:

1. Bulletin pages, important things to remember in a number of pages in want, the number of pages should be even if divided into 4, this is because to avoid the advantages or disadvantages of some blank pages.

2. Standardize font size for the content of the bulletin was 9-10 point arial font type, times new roman, georgia, garamond cgtimes, etc.

3. Standardize font size for title various starts at least 16 points to top

## 2.3 Tourism

Tourism is a field that is currently much talked about by many parties. Tourism laws define tourism as a variety of matters relating to tourism activities and supported by various facilities and services provided by relevant parties such as communities, employers, government and local governments. The existence of unique and interesting tourism potential in an area should be able to utilized through the development of good tourism. One area that has interesting tourism potential to be developed is one of the existing village in Palembang City, which has the potential of tourism such as tourism culture and religious tourism.

Tourism culture destinations are still low. Sunaryo (2013.p.26) explains that tourism culture is a type of object of tourist attraction (ODTW) based on the work of human creativity both in the form of cultural relics and cultural values that are still alive until now. Tourism culture needs to be developed with the aim of preserving the culture itself so as not to be lost together with the development of the era.

### 2.3.1 Tourism Media

According to Garyan AA (2012) defines several types of media explained bellow.

1. **Print Media**, encompasses mass communication through printed material. It

includes newspaper, magazines, bulletin, booklets and brochures.

2. **Electronic Media**, is the kind of media which requires the user to utilize an electric connection to access it. It is also known as 'Broadcast Media'. It includes television, radio, and new-age media like the internet, computers, telephones, etc.

3. **New Age Media**, mobile phones, computers, and the internet are often referred to as the new-age media. The internet has opened up several new opportunities for mass communication which include e-mail, websites, podcast, e-forums, e-books, blogging, internet TV and many others, which are booming today. The internet has also started social networking sites which have redefined mass communication all together. Sites like Facebook, Twitter, and Youtube have made communication to the masses all the more entertaining, interesting, and easier.

So we can choose between the three types of media before we make the product that we will make such as, Bulletin, Magazine, Booklet and etc.

## **2.4 Culture**

Culture has many definitions, and it affects everything people do in their society because of their ideas, values, attitudes, and normative or expected patterns of behaviour. Culture is not genetically inherited, and cannot exist on its own, but is always shared by members of a society (Hall, 1976, p.16).

According to Tylor (1958, p. 1) culture or civilization is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society. Hofstede (1980, p.21-23) defines culture as "the collective programming of the mind which distinguishes the members of one group from another", which is passed from generation to generation, it is changing all the time because each generation adds something of its own before passing it on. It is usual that one's culture is taken for granted and assumed to be correct because it is the only one, or at least the first, to be learned.

