

CHAPTER II

LITERATURE REVIEW

This chapter presents literature review of Booklet, Promotion and Promotion media.

2.1 Promotion

According to Kotler, (2002 p.41) promotion is a variety of activities undertaken by companies that highlight the features of its products that persuade target consumers to buy it". Sistaningrum (2002 p.98) also reveals the meaning of promotion as an effort or activity of the company in influencing the "actual consumers" and "potential consumers" so they are motivated to purchase the products offered, in current time or in the future.

From the definition above the writer concludes that the aim of promotion is to increase awareness, create interest, generate sales or create brand loyalty. So, people will recognize the product.

The following are the types of promotion according to Kotler (2002) :

1. Advertising

Advertising means to advertise a product, service or a company with the help of television, radio or social media. It helps in spreading awareness about the company, product or service. Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, social media, websites or text messages.

2. Direct Marketing

Direct marketing is a form of advertising where organizations communicate directly to customers through a variety of media including cell phone text messaging, email, websites, online adverts, database marketing, fliers, catalog distribution, promotional letters and targeted television, newspaper and magazine

advertisements as well as outdoor advertising. Among practitioners, it is also known as a direct response.

3. Sales Promotion

Sales promotion uses both media and non-media marketing communications for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability.

4. Personal Selling

The sale of a product depends on the selling of a product. Personal Selling is a method where companies send their agents to the consumer to sell the products personally. Here, the feedback is immediate and they also build a trust with the customer which is very important.

5. Public Relation

Public relation or PR is the practice of managing the spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and the public. A successful PR campaign can be really beneficial to the brand of the organization.

2.2 Booklet

According to Yudita (2013), booklet is a mass communication media that aims to promote or to give a suggestions to the public. so that the public can understand and obey the message contained in the mass communication media.

Booklets are generally used to providing specific information, and are widely used as alternative media to be studied at any time when someone needs it. To be more specific, the booklet function is divided into 2, namely external functions and internal functions.

1. Internal function

The internal function of a booklet is as a source of information and reference for product knowledge of the company. This is important so that every person in the company has a standard reference in understanding the company profile and the products offered.

2. External Function

The external function of a company profile booklet is the spearhead of marketing activities. Booklets are tools for greeting and reaching potential customers so that interest arises in using our company's products.

2.3 Booklet Design

Nasirullah (2012) states that a booklet as one of graphic design products which are categorized as printed media. As a printed media that used to promoting or advertising a product or a service, booklet need an interesting look, in this case the design of booklet is important.

According to Arsyad (1996), there are six elements of printed-based design that must be considered. They are consistency, format, organization, attractiveness, font size and space.

a. Consistency

Try to be consistent in page, font, space, title, line, main text, and margin. The inconsistency will assume the bad and untidy design.

b. Format

Use one column for long paragraphs and two columns for short paragraphs. Do not forget to separate the paragraph which have different main idea of the text.

c. Organization

Organize the text as good as possible to make the readers get the information easily. Use grid box form to separate each part of the text.

d. Attractiveness

Introduce each part in different way to make the readers corious, so they read on the information more.

e. Font size

Choose a suitable font size based on the readers, messages, and target environment. Good font size for text (text book or hand book) is 12 points. Avoid capital letters because it makes difficult in reading process.

f. Space

Use the space to add some contrasts. It is important to provide the reader's concentration. This space could be: the space around title, margin, column, space, opening paragraph space, line space and paragraph space. All these spaces aimed to improve the readers' readability.

2.4 Promotion Media

According to Ward (2019), promotional media is effective tool in attracting customers, as usual containing fairly complete data with supporting images, especially with an interesting and creative design.

Kinds of media promotion can be divided into two categories, such as :

1. Print Media

The means of mass communication, which uses printed publications, such as newspapers, tabloids, magazines, books, journals, pamphlets, etc. to disseminate information to the general public, is called Print media. It is one of the earliest and fundamental forms of mass media; wherein there is an in-depth analysis and reporting of any information or news.

2. Electronic Media

Electronic Media, is the means of mass communication in which electronic or electromechanical energy is required to disseminate news or any message to the audience. It is composed of all devices such as television, radio, computers, mobile phones, tablets, etc. to communicate information to and from the audience. One of the advantages of electronic media is that the message can be communicated to many people, in no time.

2.5 Tourism

According to Meyers (2009), Tourism is a travel activity carried out by all the time from the original place of residence to the destination area with the excuse not to settle or earn a living but only to fulfill curiosity, spend leisure time or holidays and other purposes.

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

The following are components of tourism :

1) ATTRACTION:

1. It is the most important element & object that attract people to travel.
2. It includes cultural sites, archeological sites, historical buildings & monuments or scenery like flora & fauna, beach, resorts, mountains, national parks.
3. It also includes events like trade fairs, exhibitions, sports events etc.
4. It is the preconditions of travel. It attracts the people & provides pleasure.
5. It attracts & attaches people to enjoy & involve in tourism activities.

Two types of attraction:

a) Natural Attraction: Attraction places made by nature. E.g. climate, natural beauty, landscape, mountains, water resources, flora & fauna, wild life, beaches, safari, caves etc.

b) Man-Made Attraction: Attraction developed by man. E.g. historical buildings, monuments, music, festivals, temples, churches, leisure parks, Disney lands, museums, discos, casinos etc.

2) ACCESSIBILITY:

1. It is important key factor for the development of tourism.
2. Attraction may be wherever but without accessibility can't reach towards that place.
3. It is the mode of transportation which helps the tourist to reach the destination.

Three type of transportation:

a) Surface: Transportation in land through roadways or railways. It is the cheapest means of transportation.

b) Air Transportation: Transportation through airways to travel long distance. It has helped a lot as people can travel long journey as well as they can travel through high mountains.

c) Water Transportation: Transportation through water. It made important contribution to travel in 19th century after the innovation of shipping technology.

3) ACCOMMODATION:

1. It includes food & lodging facilities to the guest.

2. It should be comfortable and services & facilities should be provided.

Two types of accommodation:

a) Serviced Accommodation: It refers to the services provided by the hotel, lodges etc. Different hotels are established to provide service of lodging & food to the guest.

b) Self Catering or Supplementary Accommodation: It refers to the premises which offer accommodation but not the services of hotel. It provides food & accommodation in return of cash per day. E.g. Youth Hostel, Dharmasalas, Pati-Pauwa, Tourist holiday villages etc.

4) AMENITIES:

- Extra facilities & services required to the guest while traveling.
- Facilities complement to the attraction.
- It also provides facilities like providing visa, tickets etc.

Two types of amenities:

a) Natural: Seashores, sea bath, fishing, rock climbing, trekking, sightseeing, river, sunrise etc.

b) Man made: Dance, Music, Drama, Cinema, Swimming Pool, Fair & Festivals, and Internet etc.