

CHAPTER II

LITERATURE REVIEW

2.1 Promotion Media

Marioandi (2018) states promotion media is a tool to facilitate the delivery of information, especially the promotion from communicators to communicants to achieve the specified goals. Media can also be used to save messages or information that will be delivered to the recipient.

Marioandi (2018) says that there are three types of media in conducting the promotions.

1. Audio media that can be understood by hearing, for example radios and tape recorders.
2. Visual media that can be understood by sight, for example letters, newspapers, booklet, etc.
3. Audio visual media that can be understood by hearing and sight, for example television, DVD, etc.

2.2 Booklet

Booklet is a media that is used to share the messages in a book, whether in sentences or pictures (Maulana, 2009). In addition, Simamora (2009) says that a booklet is a small (half-quarto) and thin book, less than 30 sheets and it contains writings and pictures.

Marioandi (2018) gives some advantages of booklet as the promotion media. The followings are the advantages of booklet :

- The cost of booklet can be cheaper than using audio or visual media.
- Booklet is easy to get at any time.
- The delivery process of booklet also can be adjusted to existing conditions.

- More detailed and clear, because booklet can explain the message more completely.

Muslich (2010) gives several aspects in the process of making a booklet.

1) Aspects of content in the booklet

The material must be appropriate with the educational objectives that are used as the basis for writing the booklet because the material is expected to help achieving educational goals, following the development of science, technology and art, developing reason or thinking skills.

2) Presentation aspects

A good booklet presents material in a complete, systematic manner, based on consideration of the order of time, space, and distance that is regularly presented, so that it can direct the reader frame mind through the presentation of material that can create a pleasant atmosphere, presentation of material can also be equipped with illustrations to stimulate creativity development.

3) Language aspects and readability

Understanding of language or illustration increases the reader's understanding of language and illustrations, the writer must use language and illustrations that are in accordance with the development of the reader cognition, using clear illustrations and statements. Using of language such as using spelling, words and terms correctly and precisely, good and correct sentences, paragraphs that are harmonious and compact.

4) Graphic aspect

Graphical is part of a booklet that deals with physical booklets such as: booklet size, type of paper, print, font size, color and illustration, accuracy of the use of images, photographs, illustrations in accordance with the size and shape, the image color is suitable and functional.

Moreover, Arsyad (1996) states that there are 6 elements that in making booklet.

1. Consistency

The format and spacing must be consistent, if the line is too close, it will make the screen visible at a certain distance. Consistent format and spacing will make the booklet look better.

2. Format

The display of format in booklet uses the appearance of one column because the paragraph used is long. Each content of different material is separated and labeled to make it easier to read and understand.

3. Organization

Booklet is arranged systematically and separated by using boxes in order that it will be easy to understand the information in a booklet.

4. Attractiveness

Adding images related to the contents of the material will motivate the readers to continue reading the booklet.

5. Font size

Avoid the use of capital letters in all texts, capital letters are only used as needed.

6. Space

The booklet is given blank space that do not contain text or image, this is intended to provide opportunities the reader to rest at certain points. An empty space can be in the form of a room around the title, margin, space between columns, paragraph start, and between spaces or between paragraphs. To improve the appearance and readability, you can adjust the spacing between lines adding spaces between paragraphs.

While Kusmana (2008) says that there are 5 characteristics of booklet as follows

1. Material can be real or invention.
2. Material development is not directly related to the basic curriculum or framework.

3. Material is presented in a popular or innovative technique.
4. Material presentation can take the form of description, exposition, argumentation, narration, poetry, dialogue and presentation of images.
5. The use of language of picture media is done in an innovative and creative way.