

CHAPTER II

LITERATURE REVIEW

For Designing “Culinary Guide in Palembang” booklet about authentic culinary in Palembang, several theories are needed as follows:

2.1 Culinary

Culinary in General is an activity that is associated with cooking or cooking activities. Cuisine can also be meant as a result in the form of refined cuisine in the form of side dishes, meals or drinks. Culinary is inseparable from the cooking activities closely related to the daily food consumption (Informasi, 2019)

Culinary is a part of life that is closely related to the consumption of food a day – day. cuisine can also be interpreted as the result of refined cuisine. and the cuisine in the form of a side dish – dishes, food/meals and drinks (Fadheli, 2013)

From the two opinion above we can sum up that culinary is an activity that produces food which consists of side dishes, food and drink

2.2 Media

Based on Buckingham, (2013) Media is a medium is something we use when we want to communicate indirectly with other people– rather than in person or by face-to-face contact. ‘Media’ is the plural of ‘medium’. The term ‘media’ includes the whole range of modern communications media: television, the cinema, video, radio, photography, advertising, newspapers and magazines, recorded music, computer games and the internet.

2.2.1 Types of Media

Spacey (2017) says there are some types of media:

1. Radio

Radio is a technology used to transmit the signal with a specific wave, we know it by electromagnetic waves that are the result of modulation and radiation of electromagnetic.

2. Video

Video is the technology for capturing, recording, processing, transmitting and reorganizing the pictures move. Usually using an electronic signal, celluloid film, or digital media. The video can also be described as composite pictures of the dead are read sequentially in a given time with a given speed. The merged images called frames and speed of reading of the image is called the frame rate, with 1 fps.

3. Publications

Communication of a message, statement, or text through any means: audio, video, print, electronically as an e-book or on the web.

4. Social Media

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, micro blogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media.

5. Messaging

Messaging is a method of communication between software components or applications.

6. Digital Communities

Forums, chats and other tools that allow people to socialize, share information and form communities.

7. Games

Games is something that can be played with certain rules so there is winning and there is losing, usually in the context of serious or not with the intention of refreshing. In its use of word games are often used to mention video games.

8. Applications

Application is a software unit that is deliberately made to meet the needs of a wide range of activities or work, such as commerce, advertising, community service, games and a variety of other human activities.

9. Graphics

Graphics that is as a combination of numbers, letters, symbols, image, symbol, Word, painting, presented one medium to give the concept or idea from the sender to the goal in the process of conveying information.

10. Public Speaking

Public Speaking is an oral communication in the form of speeches, lectures, presentations, and other types of public speaking

11. Art

Art is a wonderful sense of explanation is contained in the soul of every human being, born with the mediation of communication tools into a form that can be perceived by the listener's senses (voice), vision (painting), or are born by motion (dance, drama).

12. Performances

The accomplishment of a given task measured against preset known standards of accuracy, completeness, cost, and speed. In a contract, performance is deemed to be the fulfillment of an obligation, in a manner that releases the performer from all liabilities under the contract

2.3 Booklet

Bear (2019) says Booklets come in many shapes and sizes but are generally smaller than books at approximately 4 to 48 pages, with soft covers and simple saddle-stitched binding. A typical booklet style is a stack of 2 or more sheets of letter size paper, folded in half. The number of pages is always divisible by 4, such as 4 pages, 8 pages, 12 pages, etc. Of course, you can leave some of those pages blank.

2.3.1 Types of Booklets

There are some types of booklets. They can be used as small story books, instructional manuals, recipe books, and are often used as brochures, catalogs, inserts for CDs and DVDs (CD booklet). Some reports, including annual reports, are essentially special purpose booklets.

2.3.2 Design Considerations for Booklets

There are some considerations to make a booklet. Creep occurs with booklets and other publications that use saddle-stitch binding and needs to be compensated for 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. Creep allowance is a method of counteracting the creep that occurs with some booklets. If creep is noticeable, the 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. 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.

Saddle-Stitched binding is one of the most common binding methods for booklets. Saddle-stitching or saddle-stapling or "booklet making" is common for small booklets, calendars, pocket-size address books, and some magazines. Binding with saddle-stitching creates booklets that can be opened up flat.

Booklet Envelopes are open side envelopes with small square or wallet flaps and side seams. Booklet envelopes are used not only for booklets but for brochures, catalogs, annual reports, and other multi-page mailings. They work well with automatic-insertion machines.

2.3.3 How to make a Booklet

Costa (2019) says there are some steps to make a booklet:

Prepare a Document as a Booklet in Microsoft Word 2016 Before you can start entering content into your booklet, you need to set up Microsoft Word first. Click the *Layout* tab then click the Page formatting options button. This will bring up the Page Setup modal dialog.

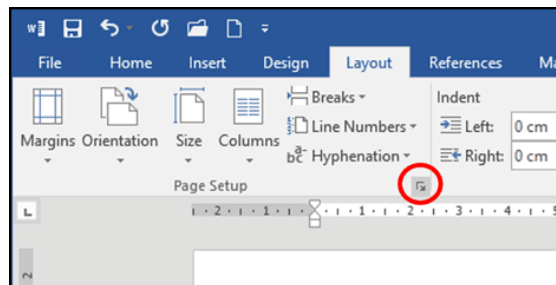


Figure 2. 1

<https://www.groovypost.com/howto/create-booklets-using-microsoft-word-2016/>

Click in the *Multiple pages* list box then select *Book fold*; you will notice your options have changed.

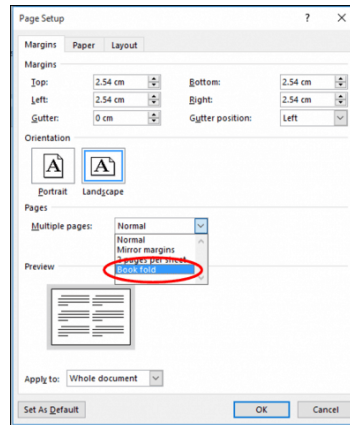


Figure 2. 2

<https://www.groovypost.com/howto/create-booklets-using-microsoft-word-2016/>

A preview of what a booklet will look like is generated. You can make further adjustments for the Gutter, which is a fancy name for the margins within the middle of the page. You can decide how close to the center you want the text to be.

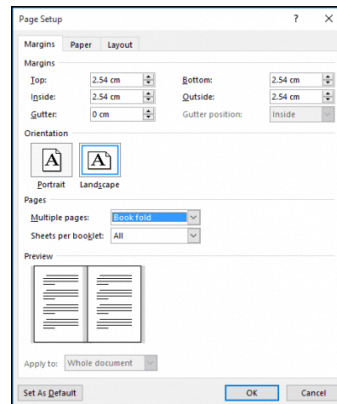


Figure 2. 3

<https://www.groovypost.com/howto/create-booklets-using-microsoft-word-2016/>

If you enable the ruler *View* tab > *Ruler*, within the *show group*, you can then manually adjust it to your satisfaction. After setting up the page, proceed to enter your text and graphics.

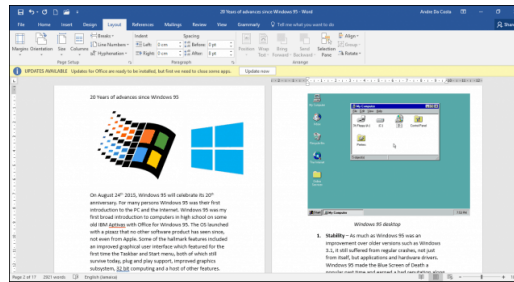


Figure 2. 4

<https://www.groovypost.com/howto/create-booklets-using-microsoft-word-2016/>

When you are done, you can preview what your booklet looks like and make appropriate adjustments for printing. To do that, click *File* > *Print*. You will get a visual idea of what your booklet looks like, if you want to make further adjustments, just click the Back button then make your changes.

When you are ready to print the document, click in the *Pages* list box under *Settings* and select *Manually Print on Both Sides*. If you have a printer with duplex support (print on both sides), just click *Print*, and it should take care of it automatically.

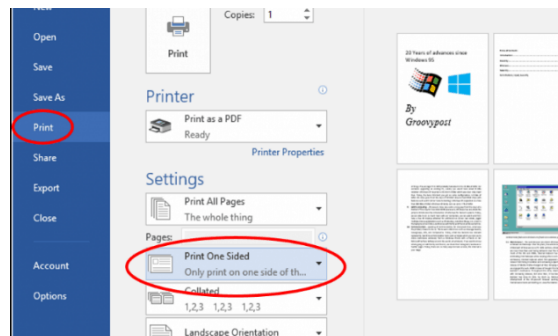


Figure 2. 5

<https://www.groovypost.com/howto/create-booklets-using-microsoft-word-2016/>