

CHAPTER II

LITERATURE REVIEW

This chapter describes literature review about, promotion, booklet, design, tourism, and tourism destination.

2.1 Promotion

According to Kotler & Keller (2012), promotion is an activity that communicates excellence product and persuade the target consumer to buy it, through communication to consumers. Alma (2006) said that,

“Promosi adalah sejenis komunikasi yang memberi penjelasan dan meyakinkan calon konsumen mengenai barang dan jasa dengan tujuan untuk memperoleh perhatian, mendidik, mengingatkan dan meyakinkan calon konsumen”.

Promotion is a kind of communication that provide explanations and convince potential consumers on goods and services with the goal to get attention, to educate, to remind and to convince potential customers. There are many different mediums for promotion, and what most effective is depends on the situation, the product to be sold and the audience you are promoting it to.

To sum up, promotion is a way to communicate with the potential customer to attract and persuade them to buy and use the product or services that is offered. There are many promotional media that can be used. There are electronic media such as television and radio, outdoor promotional media such as billboard and banner, and also printed media such as newspaper, magazine, brochure, and booklet.

2.2 Booklet

According to Satmoko (2006) *“Booklet sama dengan brosur, yang berarti bahwa buku yang terdiri hanya dari satu atau tidak lebih dari 48 halaman yang dijilid di bagian tengah sekaligus dengan sampulnya”*. It means that booklets are a like a brochure, its like a book that has no more than forty-eight pages outside the cover count. The term booklet comes from “books” and “leaflets”, meaning booklets are a combination of leaflets and books in small format (size) such as

leaflets. The structure of the contents of the booklet resembles a book (introduction, contents, closing), only the way the presentation of the contents is much shorter than the book. Booklet is a medium for conveying messages in the form of a book, both in the form of writing and drawing. Yudita (2013) said that *“Booklet adalah media komunikasi massa yang memiliki tujuan untuk menyampaikan pesan promosi, saran dan larangan kepada masyarakat.”* Booklet is a mass communication media that aims to deliver the message of promotions, suggestions, prohibitions to a mass audience in the print form in order to make target community understand about the messages that contained in the mass communication media.

Booklet has several advantages and disadvantages. According to Sabetti (2011). The advantages of a booklet are:

“booklet lebih terperinci dan jelas, karena lebih banyak bisa mengulas tentang pesan yang disampaikan. booklet ini menggunakan media cetak sehingga biaya yang dikeluarkannya itu bisa lebih murah jika dibandingkan dengan menggunakan media audio dan visual serta audio visual”.

Booklet is more detailed and clear in conveyed message, booklet is a printed media so that the costs incurred can be cheaper compared to using audio and visual media and audio visual. Meanwhile, the disadvantages of booklets according to Anderson (1994) are: booklet takes a long time to print depending on message that wants to be delivered, booklet can not display motion, booklet can not contain too many and long messages or information because it will reduce the intention to read, booklet is needed a good care so that the media is not damaged and lost.

In short, Booklet is a printed media with a shape like a book or small magazine that is used as a medium in promotion to convey messages or information to a mass audience. Booklet is also can contain different kinds of informations inside of it.

2.3 The Elements of Booklets

According Sitepu (2012) there are most important physical things in booklet, there are:

- 1) **Cover and book content.** Cover must be made from paper that is thicker than the paper for the contents of the book, the function of this cover is to protect the contents of the book. To be more attractive, the cover of the book is designed attractively by giving illustration in accordance with the contents of the book and using the name of the subject.
- 2) **The front (preliminaries)** contains the title page, blank page, main title page, the table of contents and forewords, and each page number in the front of the textbook using small Roman numerals.
- 3) **The text section** contains the material to be submitted.
- 4) **The back of the book** consists of a bibliography, glossary and index.

In the making of booklets, the first thing that we have to do is to know how to design a booklet with a good design and prepare the materials as Interesting as possible.

2.4 The Aspects of Booklet

According to Masnur Muslich (2007) There are 4 aspects to be concerned in designing booklet as follow:

1) **Content Aspect.**

The contents of a booklet must be compatible with the purpose of why the booklet was made. There are things with respect should be noticed on booklet, they are relevancy, adequacy, accuracy, and proportionality.

2) **The Presentment of The content aspect.**

A good booklet serve the content in a complete way, systematic, and chronological to lead the action of mind framing the reader through logical and systematic presentment of the content. Booklet should be easily comprehensible

and familiar with the readers. Adding the illustration on the booklet will stimulate the creativity of reader's mind.

3) Grammar aspect.

By acknowledging language or illustration, the readers will easily comprehend with the language or illustration. The writers must be able to use language and illustration based on reader's cognition progress.

4) Graphic Aspect.

This Graphic aspect deals with physical things from booklet. For example, size, type of paper, printing type, font, color and illustrations.

2.5 Design

Ambrose & Harris (2010) state that "Design is a process that turns a brief or requirement into finished product or design. The design process can be said to comprise seven stages: define, research, ideate, prototype, select, implement and learn. The design process helps ensure that a design satisfies all such considerations. The process seeks to generate a number of possible solutions and utilizes various techniques or mechanisms that encourage participants to think outside the box in the pursuit of creative or innovative solutions. Lauer and Pentak (2011) say that design is inherent in the full range of art disciplines from painting and drawing to sculpture, photography, and time based media such as film, video, computer graphics, and animation. While, Wong (1993) cites that design is a process of purposeful visual creation. Unlike painting and sculpture, which are realization of artists' personal visions and dreams, design fills practical needs.

According to Rochester (2017), 7 elements of design as follows.

1. **Line**, a path created by a moving point, mark or object. It is a dot that takes a walk. Line can be straight, swirly, wavy, jagged, dotted, dashed, broken, thick, thin, zig zag, diagonal, vertical, horizontal, curved, bold, parallel or perpendicular.
2. **Shape**, a two-dimensional (2D), flat enclosed area. When a line crosses over itself it creates a shape. Examples of shapes could be geometric, organic/natural,

irregular, circle, square, rectangle, diamond, oval, crescent, heart, triangle, octagon.

3. **Color** The element of art derived from reflected or absorbed light. Color adds interest and mood to a work of art. It is also referred to as "Hue". The primary colors are red, yellow and blue. The secondary colors are created by mixing the primary colors. They are purple (violet), orange and green.

4. **Texture** How something feels or looks like it would feel if you could touch it. There are two kinds of texture: Real (how something actually feels, such as a sculpture) and Implied (when an artist paints or draws a texture but it is artificial).

5. **Form** Objects having three dimensions (3D), or height, width, and depth. You can walk around a form. Examples of form can include cubes, cylinders, and spheres.

6. **Value** The lightness or darkness of an object. The degree of lightness or darkness. The effect of light and shade in a picture. Value vocabulary includes tint (adding white to make something lighter), shade (adding black to make something darker) and hue (the true color). Shadow, highlight, and light source are also some vocabulary words to consider with this element of art.

7. **Space** The element of art that refers to the emptiness or area around or within objects. Positive space refers to the part of the artwork that takes up space.

2.6 Tourism

Tourism is an activity which cuts across conventional sectors in the economy. It requires inputs of an economic, social, cultural and environmental nature. Tourism can be a factor to promote mutual understanding among people & expand social, economic, cultural and scientific cooperation. According to UNWTO (1993) "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". Weaver and Oppermann (2000) define tourism as "Tourism is the sum of the phenomena and relationship arising from the interaction among tourists, business suppliers, host

governments, host communities, origin governments, universities, community colleges and non-governmental organisations, in the process of attracting, transporting, hosting and managing these tourists and other visitors". Based on Goeldner and Ritchie (2009), tourism may be defined as the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitors.

In short, tourism is an activity that is done by people by taking a journey to a place where outside of their daily activity for some purposes either for leisure or business. Tourism is the overall activities of government, business, and community devoted to arranging travel needs and stopover.

2.7 Tourism Destination

Tourism Destination is a place visited by a significant time during the course of a person compare to other places recognized during the trip. A place definitely has certain limits, either actual or legal. Kotler (2010) said that tourism destination is traveling towards a destination (goal) a place that has a limit both physical and non-physical. The definition of what can be geographical boundaries or limits of perception to a place that is shaped by marketing activities. Coltman (1989) said that describes tourism destination, an area with different natural attributes, features, or attractions that Appeal to non local visitors - that is tourists and excursionists. Furthermore, Leiper (1995) said that tourism destination from a demand perspective, identify a destination as a set of products, services, natural and artificial Attractions Able to draw tourists to a specific place, where the geographical location is simply one of the factors that comprises a destination.

There are many tourism destination in Palembang city such as Balaputra Dewa Museum, Punti Kayu Pine Forest, Kampung Almunawar, Kambang Iwak, and many more.