

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

Tourism in the modern sense is a phenomenon of the present day based on the need for health and air change, conscious judgement and foster love for the beauty of nature and particularly due to the increasing association of various peoples and classes of human society as a result rather than the development of commerce, industry, trade and refinement of the means of transportation (Yoeti O. A., 1996). Tourism is a temporary displacement of human beings with goal of getting out of routine jobs, out of his place residence. Activities undertaken during their stay at the intended location and facilities made to fulfill their needs (Marpaung, 2002).

There are seven kinds of tourism based on the purpose of the trip, they are: pleasure tourism, recreational tourism, cultural tourism, religious tourism, sports tourism, business tourism and covention tourism (Spillane, 1987).

1. Pleasure Tourism

Pleasure Tourism is to enjoy the journey performed for vacation, to get some fresh air, to satisfy curiosity, to relaxes the nervous tension, to see something new, to enjoy the beauty of nature, and get peace.

2. Recreational Tourism

Recreational Tourism is a tourism for recreation performed as the utilization days off to rest, recover the physical and spiritual freshness and refreshing from exhaustion.

3. Cultural Tourism

Cultural Tourism marked a series of motivations such as the desire to learn in a research center, studied the customs, visiting historical monuments and archaeological heritage and participate in the festival music.

4. Religious Tourism

Religious tourism is a tourism where people of faith travel individually or in groups for reasons related to religion or spiritually in their quest for meaning. It could be under pilgrimage, missionary, or leisure purposes.

5. Sports tourism

Tourism for sports are divided into two categories:

- a. Big sports Event, tourism is conducted because of the large sporting events such as Asian Games, SEA Games, and so forth.
- b. Sporting Tourism of the Participant, sports tourism for those who want to practice or the practice itself, such as mountain climbing, rock climbing, horseback riding, hunting, rafting, fishing, etc.

6. Business Tourism

Business tourism is a tourism affair for trading business generally performed by entrepreneurs or industrialist, among others, includes a visit to the exhibition and technical installations.

7. Convention Tourism

Conventional tourism is a tourism that related to conferences, symposia, hearing and international seminar.

2.2 Cultural Heritage

Cultural heritage is an expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions and values. Cultural Heritage is often expressed as either Intangible or Tangible Cultural Heritage (ICOMOS, 2002).

2.3 Promotion

Promotion refers to the mix of promotional elements a firm used to communicate with its current or potential customers about its products or services. Promotion efforts can be directed to the ultimate consumer, to an intermediary such as a retailer, a wholesaler or a distributor, or to both. Promotion is fundamental to the success of your firm because, without promotion, potential customers will not know about the existence and benefits of the product or service. (Haeley, 2013).

Promotion has been defined as the coordination of all seller initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea. From that definition the writer conclude that promotion is the ways from a company or a firm to communicate with customer to tell and persuade the customme to buy the product (Belch, 2009).

Tjiprono (2002), gives three promotional purposes as follows.

1. Informing

One of promotional purpose is informing. There are some types to informing the promotion, they are:

- a. Informing the market about existence of a new product.
- b. Explaining how a product works.
- c. Introducing a new way to use a product.
- d. Delivering price changes tp the market.
- e. Informing sevice provided by the company.
- f. Straightening the wrong impression.
- g. Decreasing consumer's fear or concern.
- h. Building company image.

2. Persuading

One of promotional purposes is persuading. There are some types to persuade the promotion, they are:

- a. building a brand choice.
- b. Switching selection to a specific brand.
- c. Changing customer perceptions of product attributes.
- d. Encouraging consumers to shop right away.
- e. Encouraging buyers to receive salesperson visits.

3. Reminding

The last promotional purpose is reminding. There are some types to remind the promotion, they are:

- a. Reminding buyers that the product is needed in the near future.

- b. Reminding buyers of places that sell companies.
- c. Keeping product in consumers mind even if there are no advertisement campaigns.
- d. Keeping the consumer's first memory falls on the company's product.

2.4 Promotion Media

Promotion media is a tool to communicate a product / service / image / company or the other to better known by the wider community (Sulistiana, 2016). According to (Kasmir, 2004), there are some of promotion media that can be done with several things:

1. Advertising

Advertising is a promotion made in the form of impressions or picture or words contained in banners, brochures, billboards, newspapers, magazines, TV or radio. By reading or viewing advertisement it is expected that consumers or potential consumers will be affected then interested to buy the advertised product, therefore advertisement must be in such a way to attract the attention of its readers.

2. Sales Promotion

Sales promotion is a promotion used to increase sales through discounts or prizes at certain times against certain items.

3. Publicity

Publicity is a promotion done to improve the image in front of the consumers through a sponsorship activity to a charity or social activities.

4. Personal Selling

Personal sales is a promotion through the personal employees of a company in serving and influencing consumers.

There are many different media for promotion, and what is the most effective depends on the situation, the product sold and the audience to be promoted to. The following are the media given by Garyan (2012).

1. Print Media

Print media are all media that encompasses mass communication through printed material. They include newspapers, magazines, booklets and brochures, house magazines, periodicals or newsletters, direct mailers handbills or flyers, billboards, press releases, and books.

2. Electronic Media

Electronic media are 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, telephone, etc.

3. New Age Media

New age media are 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, podcasts, 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.

2.5 Booklet

According to Efendi (2009), a booklet is the medium in form of a small book that containing the text or pictures or both. While Simamora (2009) says that booklet is a small-sized book (half-letter) and thin, no more than 30 sheets back and forth which contains writings and pictures. And Rustan (2009) argues that booklet is a publication medium that consists of several sheets and pages, but not as thick as a book.

Besides that, Yoeti (1992) claims that booklet is almost like a guide book. The content is more complete than other forms of sales support. The making is not done individually, but usually equally shared by several sponsors who help to promote products and company services. From the explanation above the writer can conclude that booklet is publication medium in small book version form, no

more than 30 sheets that contain the texts or picture or both, and usually help to promote products and company services (Yoeti O. A., 1992).

Booklet can be used as small story books, instructional manuals, recipe books, and are often used as brochures, catalogs, blades, and inserts for CDs and DVDs (CD booklet). Some reports including annual reports, are essentially special purpose booklets Rustan (2014).

According to Muslich (2010), There are 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. Accurate use 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.

Howard (2014) says that the design consideration for booklets are:

1. Creep

Creep occurs with booklets and other publications that use saddle-stitch binding and needs to be compensated 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.

2. Creep Allowance

Creep Allowance is a method of counteracting the creep that occurs with some booklets. If creep is noticeable, 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.

3. Imposition

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 5.5 x 8.5 booklet on your desktop printer, for example, requires the use of imposition to print the pages onto letter size (8.5 x 11) sheets of paper that when assembled and folded end up with the pages in the right order for reading.

4. Saddle-Stitched

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 booklet that can be opened up flat.

5. Booklet Envelopes

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.

There are two advantages of booklet, they can be studied at any time because it is designed like a book and may contain information relative more than the poster (Kemmm, 1995). In addition, booklet has some advantages (Ewles, 1994) as follows:

- a. It can be used as a medium or tool for self-learning,
- b. The contents are easily learned,
- c. It can be used as information for family and friends,
- d. It is easy to be made, copied, corrected and adjusted,
- e. It reduces the need for records,
- f. It can be made in a simple and relatively low cost,
- g. It is durable and has a wider capacity,
- h. It can be directed at a particular segment.

2.6 The Criterias to Design a Booklet

Booklet is category of the line media. Based on the characteristic attached to the bellow line media, messages written on the media is guided by several criteria (Suleman, 1998), they are:

1. In the form of text and images, or combination of both.
2. The word used economically.
3. Using short sentences, simple, brief, and concise.
4. Using capital letters and bold
5. The use of letters not less than 10 pt.
6. According the contents to be delivered.
7. Packaged interesting.

According to Tatawarna (2012) the most important thing to make a booklet is not too much using rambling sentences. Expand to show interesting pictures with clear statements. Layout design is also not too standard. Make it attractive and interesting, because booklet is usually kept by people longer than brochures and others. Even people save the booklet to get information later, so people can get the information from the booklet easier.

Moreover, Kusrianto (2009) states that design elements should be a consideration in designing. There are some design elements that you need to know before starting design, so as to produce a harmonious design, attractive and message in the design can be conveyed properly. The elements consists of a *point, lines, field, space, colors and texture*. Meanwhie Arsyad (2009) says that there are six elements that must be considered when designing a text-based mold. They are consistency, format, organization, magnetism, font size and use of space.

Then Sitepu (2012) says that Graphic design is often called as beauty (aethetics). Beauty as the needs of every person contians the values of subjectivism. In creating attractive and valuable art visual graphic, understanding the elements or the basic elements of graphic design is very important.

There are five elements of grapic design as follows:

1. Line

Line in graphic design is divided into four, vertical, horizontal, diagonal, and curves. In the graphic design, the line is used to separate the positions among other graphic elements in the page. Besides, it can be used as bookmart specific parts with aims as descriptors to the reader.

2. Shape

According to Kartika (2004), shape is a field that happens because it is limited by a contour (line) or limited by the existence of different colors or by shading or dark light of the texture. Shape can be a natural form (figure), and non-natural form (non-figure).

3. Space

Kusmiati (1999), said that space occurs due to the perception of the depth that feels far and near, high and low, looking through the sense of sight.

4. Texture

Texture is the visual elements that show a sense of surface material (material), which is intentionally created and presented in the order to achieve such a form either in the form of real or apparent. For example impression wood texture, hair or glasses

5. Color

Wartmann (2004) says that color caused by differences in the quality of light reflected or emitted by the object. When we see color, we actually see the waves of light reflected or emitted by the objects. To produce harmonious colors, use colors that are adjacent to each other. For example red with yellow, and to produce the complementary colors use the opposite position, such as red with blue.

2.7 Kelengkang Embroidery

Kelengkang is precious metal can be gold, copper which is flat or thin like a ribbon, it is estimated that this material was imported from China and India during the Palembang Darussalam Sultanate. Kelengkang embroidery in the city of Palembang is a handicraft using a tool called "Pemidangan" and a needle with a pulling technique (Ita, 2019). There are four products that usually made of kelengkang embroidery, they are:

1. Mudhawah

Mudawah is form of Kelingkan Songket that can be in the form of a 1 x 1 meter or more. Mudawah using a chiffon or transparent cloth, it is rivet embroidery is used exclusively by mothers who have returned from performing the Hajj. In the Palembang wedding ceremony, the embroidery of the mudawah is used by the bride women at the event "Penganten Balek" or "accompanying brides".

In the ritual of death, the mudawarah is placed on the cage as a sign that the deceased is a woman who has performed the Hajj.

2. Mispak or Shawl

In its development the embroidery of the rivet is also made of a shawl called "mispak" with a size of 55 x 175 cm. The manufacturing technique is the same as the Mudawarah making technique, but it can be used by anyone.

3. Clothes

The technique of making kelengkang embroidery in cloth is the same as the technique that used to mudhawarah, it is usually embroided in kurung cloth or kebaya and and also in wedding dress.

4. Pillow Case

Pillow case that use kelengkang embroidery is usually for *marhaban* ceremony.