

CHAPTER II

LITERATURE REVIEW

2.1. Tourism

According to Kodhyat (1983), tourism is traveling from one place to another, temporary, done individually or in groups, in an effort to find a balance or harmony and happiness that live in the social, cultural, nature and science environment. Meanwhile, according to Marpaung and Bahar (2000:46-47), tourism is a journey that is done for a while, which was held from one place to another, leaving their own home, with a plan and with a view not to try to make a living in or look for places visited, but solely for enjoy a picnic activities and recreation to meet the diverse desires.

From the statements above, the writer can conclude that tourism is a journey from one place to another place, done individually or in groups with the plan and with the view not to try making a living in or looking for place visited.

2.2. Tourism Culinary

According to Long (2004), culinary tourism is about food as a subject and medium, destination and vehicle, for tourism. It is about individuals exploring foods new to them as well as using food to explore new cultures and ways of being. Meanwhile, 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

2.3 Design

Ambrose, G & Harris, P (2010:11) states 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 (2011:4) 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 (1993:41) 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.

2.4 Promotion

According to Alma (2006, p. 179), 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 convince potential

customers. According to Sary (2008, p.11) tourism promotion is divided into two kinds as follows:

1. Direct Promotion

The ways that usually used in this promotion are display such as (traditional house, costume, and pictures), printed media

(prospectures, leaflet, folder, booklet, and brochure, exhibitions and presents.

2. Indirect Promotion

The ways that are used in this promotion are:

- a. Giving information through printed media.
- b. Publication in some magazines that in the company (travel agent or tour travel company) area.
- c. Visiting to the company (travel agent or tour travel company)
- d. Meeting with other companies to get some information.
- e. Workshop
- f. Inviting some employees of company to visit tourism destination

According to Yoeti (1996, p.52) the purposes of promotion as follows:

1. To introduce services and products produced by the tourism industry as widely as possible.
2. To give impression as strong as possible in the hope that many people will come to visit.
3. To deliver a compelling message with an honest way to create high expectations

In short, Promotion is a communication to explain the listener about the information of something with the purpose to convince the listener either it used direct promotion or indirect promotion as a media.

2.5 Booklet

According to Balai pustaka (1991:153) booklet is the print media in the form of leaflets, magazines, containing a brief message or a written statement issued periodically by an organization or institution for professional groups. According to Sholeh (2011:53) in his book *“Periklanan di era masa kini”*, the booklet is a means of advertising that is able to attract many productive consumers. This is due to a booklet that can include not just one product. It will still include various types of products that it can make consumers do a comparison in terms of marketing. According to Yoeti (1996:193) booklet almost like guide book. The content is more complete than the other forms sales support. The process of creating is not on individual hand, but it is usually made by some group with the sponsorship. According Roymond S. Simamora (2009:71), booklet is a small-sized book (half-letter) and thin, no more than 30 sheets of alternating which contains writings and drawings. The term booklet comes from words “book” and “leaflet” which mean a booklet is book on small size like leaflet. Booklet’s content structure resembles a book. It contains introduction, body and closing. It is just a way of presenting the shorter information than book. The development of booklet is important to provide references (reading materials) to the community which have limited access to get book sources. Through this booklet, community can gain more knowledge by reading a book with short reading time and any time.

Meanwhile, according to Suleman (1998) cited in Aini (2011) booklet is included in the category of media below the line media (below the line media). Based on the characteristics attached to the below the line media, messages written on the media is guided by several criteria: in the form of text and images or combination of both, use short sentences, simple, brief, concise, using capital letters and bold. In addition the use of letters not less than 10 pt, packaged interesting and words used economically,

2.6 The Aspects of Booklet

According to Masnur Muslich (2007:24-25) 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. The contents are expected to help writer to reach the goals, to keep up with the development of knowledge, technology and art. The content of a booklet also motivates the reader to more critical in case of thinking. 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. The writer has to make sure the illustration on a booklet is stand very well with the explanation. The grammar must be precise from spelling, words and technical term and harmonization of each paragraph.

4) Graphic Aspect.

This Graphic aspect deals with physical things from booklet. For example, size, type of paper, printing type, font, color and illustrations. The predicament of using picture, photos or illustration should be matched with the size, shape, and the color of the picture and also functional. All these components help people to be more interested with the good-packaging booklet. And finally reader will enjoy the booklet itself.

2.7 Designing 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