CHAPTER II

LITERATURE REVIEW

In this chapter discusses about the key theorities that the related to this final report so the writers discussed about design, booklet, how to design a booklet, elements of designing a booklet, traditional food, structure and parts of book compilation.

2.1. Design

According to Ambrose & Harriss (2010), "Design is a process that turn 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". It means that design is a process which change something to become finished product or designed . The process seeks to generate a number of possible solutions and utilizies various techniques or mechanisms that encourage participants to think outside the box in the pursuit of creative or innovative solutions.

While Frascara (2004) wrote that "A design is generally understood as the physical product derived from the activity. It involves the implementation of knowledge, the generation of new knowledge, and the use of educated institution and decision making". It means that design is the physical product derived from the activity and the implementation of knowledge.

Based on those definitios, the writer concluded that design is the way people express the objects created by that process for any purpose into finished product or design such as brochure, pamphlets, a booklet, etc.

2.2. Booklet

According to Gustaning (2014) :

Booklet adalah buku berukuran kecil (setengah kuarto) dan tipis, tidak lebih dari 30 lembar bolak balik yang berisi tentang tulisan dan gambar-gambar. Istilah booklet berasal dari buku dan leaflet artinya media booklet

merupakan perpaduan antara leaflet dan buku dengan format (ukuran) yang kecil seperti leaflet.

It can be concluded that booklet is a small book, no more than 30 pages that contains about pictures and writing of the certain topic. Booklet is also a combination between the leaflets and books with the format of a small size such as leaflets.

Moreover Gustaning (2016) stated that, "*Booklet adalah media komunikasi yang bertujuan untuk menyampaikan pesan berupa saran promosi, larangan ke masyarakat umum, dan dibuat dalam bentuk media cetak*". It means booklet is media to communicate that aims to promotional suggestion, prohibitions to the public, and in the form of print. Booklet is an alternative media counseling that provides effectiveness and efficiency in the results and extension process. While Gustaning (2016) also stated that "*Booklet adalah alat pendidikan yang baik karena booklet mudah untuk dibagi kepada orang lain, memenuhi kebutuhan masyarakat tertentu dan memungkinkan untuk disimpan*". It means booklet is a simple way to become educational tool because it is shared with other people, meet the need of certain society, and it is also possible to be stored.

From the definitions of booklet above based on the expert, so the writer concluded booklet is a small book, no more than 30 pages that contains about picture and writing with the purpose are to do promotion and give suggestion. Booklet also possible to be stored, read over and over, and shared with others.

2.3. How to Design a Booklet

Designing a booklet actually does not much different from the way in making a book. Given the actual booklet is a mini-sized book the only difference is the function between booklet and book as well as the structure and composition of a constituent. According to Ketchum (2017) "There are some guidelines to design booklets by Photoshop cc that are important for us to know". It means if you want to design booklets by photoshop cc, there are some guidelines for us to know. First is "Opening photoshop and set the layout design of what you want your

booklet to be" it means when you open photoshop cc application, you must set the width and height of what you want with your booklet to be in Photoshop cc application after that you must set the resolution to at least 300. Second is "Selecting a booklet page design" it means when you must select a booklet page design, you can use your storyboard as a guide to create each page of your booklet. After that, you use the pen tool to outline the design and the Paint brush tools to paint them in. You can use the select tools to select specific areas to fill in using the paint bucket tool.

Third is "Adding text to booklet" it means if you will be adding the text, you will need to choose a font type and size and color. You can use different types of fonts and vary size and colors, but, generally speaking, it's best to stick to a single style. And the last is "Exporting the layout booklet as a PDF in Photoshop cc" it means when you want to export the layout booklet as a PDF in photoshop cc, you can click File, then Automate, and click PDF Presentation in the browser that opens, after that you can select Multi-Page Document, and then select the files you want to include in the PDF document. You can arrange their order by dragging them up or down. Then click OK. When the conversion is finished, you have a PDF booklet ready to be uploaded to Create Space.

Based on those explanations, the writer could conclude there are four guidelines to design a booklet that are opening photoshop and set the layout design of what you want your booklet to be; selecting a booklet page design; adding text to booklet and exporting the layout booklet as a PDF in Photoshop cc.

2.4. Elements of Designing a Booklet

In designing a booklet, Sabetti (2011) states that "There are five elements in designing booklet such as line, shape, size, color, and font". It means that there are five elements of designing a booklet such as such as line, shape, size, color and texture. First is " Line" it means line is used to separate the position between one point with another point so that it can be a curved or straight line drawing. Second is "Shape" it means shape is all things that have a high diameter and

width, the basic form known to people is the circle box and the triangle the category in form are letters, symbols and real shape size.

Third is "Size" it means size is one of element in the design that defines the size of an object. Size contrast and emphasis on the design object. For example : 12, 14, 16, etc. The size of font in booklet is usually used that is 15-20 point. Fourth is "Color" it means color is one of important elements because it could be the identity of an images and it could explain the picture. The colour of background in booklet is usually used that is neutral colour like as white, grey, black, etc. Fifth is "Font" it means that font is important elements that show the booklet and must use the right font that are stardardized like as *Arial, Book Antiqua, Bookman Old Style, Century, Garamond, Palatino, Tahoma, Times New Roman, Verdana, and Simbol*.

Based on those explanations, the writer could conclude there are four elements of designing a booklet such as line, shape, size, color, and font.

2.5. Traditional Food

According to Adiasih & Brahmana (2015) "*Makanan tradisional adalah makanan turun menurun dan telah dibudidayakan dalam masyarakat Indonesia yang dipusatkan dengan tradisi lokal*". It means that traditional food is food that consumed by ethnic and specific ethnic groups. It processed on the basis of heridity recipe. While Adiasih & Brahmana (2015) stated that "*Bahan yang digunakan dalam makanan tradisional biasanya berasal dari daerah tersebut dan rasa makanannya didasarkan pada masyarakat setempat*". It means that the material that are used in traditional food usually come from local area and the taste of the food are based on local society.

Based on Setiabudi (2016) "*Makanan tradisional adalah sesuatu yang bisa dimakan, makanan tradisional berasal dari suatu area dan hanya ada di area tersebut*". It means traditional food is a something that can be eaten and come from certain area. It can be a hallmark for an area and processes based on recipes of foods that have been known with techniques and cooking tools passed down

from generation to generation. Based on the definitions of traditional food, The writer concluded that traditional food is including snacks and beverages that only exist in an area. It is derived from certain areas and passed down from generation to generation. The ingredients and technique of cooking are based on the local society, traditional food is usually consumed by local people then it is introduced to foreign people or immigrants.

2.6. Structure and Parts of Book Compilation

Suwarno (2011) states "*Ada empat struktur atau bagian-bagian buku secara umum yakni sampul buku, halaman preiminary, bagian utama (isi), dan bagian postliminary*." It means there are four general structure or parts of the book. First, "*Sampul buku*", cover of the book is the outermost protective part of the book that is useful for presenting the title of the publication page, the name of the author, the publishher, accompanied by graphic images to support the attractiveness of the reader. Second, "*Halaman preliminary*", preliminary page is really need to be included before the main information or contents of the book are submitted, the placement is right between the cover and the contents of the book. The preliminary page can consist of: the title page, containing the title, sub-title, authors name, translator's name, to the publisher; a blank page is sometime used to display copyright laws; copyright note, on this page contains the title of the book, the name of the author/translator, the owner of the copyright to the publication team such as cover and illustration designer; additional pages, additional pages containing preface or introduction from the author; and the table of contents. Third, "*Bagian utama*", main section (contents) is the part that contains and discusses information or core material from the book. Last, "*Bagian postliminary*", postliminary section is the final part to cover the contents of the book. This postliminary section consist of: closing notes, usually containing conclusions or summaries or adding relevant material or information; glosarry; attachment; index; bibliography; and writer biography.

The structure and parts of the book above are general compilers of books. In fact, the structure or parts of the book above still adjust to the needs and each type

of book. For certain types of books may require additional certain parts to complete the book section, but there are also several types of books that not all of the above become compilers. For example, on novel types of books do not need a bibliography.

Based on those explanations, the writer could conclude there are four general structure or parts of the book such as cover of the book, preliminary page, main section (contents) and postliminary section. The structure or parts of the book above still adjust to the needs and each type of book.