

CHAPTER II

LITERATURE REVIEW

2.1 Definition of Design

Before making a product, people usually make a concept for the product and describe the concept by using several ways. The process is called designing. Designing is to plan and to fashion the form and structure of an object, artwork, decorative theme, etc. (*dictionary.com*). Designing means transforming process the given problem statement into a full description of a technical system. The content of the designing process consists of describing and conceptualizing the structures of a technical system. The important way before we start to design a product is conceptualizing. By conceptualizing, the product will be easier to design.

The function of designing is to make an object or product more interesting and improving the quality of the product. According to Murder (2017), there are 7 principles of art and design. Those are balances, contrast, emphasis, movement, pattern, rhythm, and unity or variety. The 7 principles must be balanced so that the design made performs better and attracts people to see it.

2.2 Definition of Booklet

According to Kusrianto (2007), a booklet is printed materials consisting of a few pages indexed, so it looks like a book. Meanwhile, Oxford Dictionaries states that a booklet is small and thin with papers, covers, and typically giving information on a particular subject. While, Rustan (2009) says that the function of the booklet is to share the information in the forms of stories, knowledge, reports, and so on. Furthermore, Yudita (2013), argues that booklet is a mass communication media that aims to deliver the message of promotions, suggestions, prohibitions to audiences in the printed form in order to make the target community understand about the message and follow the messages that contained in the booklet.

From those definitions, the writer can conclude that a booklet is a small book that provides some information about anything that someone needs to promote the products or services that are offered which have some criteria on the contents of the booklet.

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

Howard (2014) says that design considerations for booklets are:

1. **Creep**

Creep occurs with booklet and other publications that use saddle-stitch bidding and needs to be compensated in the design. If there is no creep allowance when pages are trimmed the outer margin 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, a 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 5.5x8.5 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 the 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-stitched or saddle-stapling or “booklet making” is common for a small booklet, calendars, pocket-size address books, and some magazines. Binding with saddle-stitched creates booklets 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 a booklet, but for brochures, catalogs, annual reports, and other multipage mailings. They work well with automatic-insertion machines.

2.3 The Advantages and Disadvantages of Booklet

According to Kemm and Close (1995), the booklet has two advantages. First, they can be learned at any time because of the book-shaped design. It means you can carry out the booklet everywhere and anytime you want. Second, booklet relatively contains more information compared to the poster. It means that in the booklet, you can find more varieties of information. While, Ewles (1994), states that the booklet has some advantages as described below:

- a. People can learn and read booklets independently
- b. Users can view or see the contents of the booklet at leisure time
- c. The information can be shared with family and friends
- d. The booklet can reduce the need for note-taking
- e. The booklet can be made in a simple shape
- f. The cost of making a booklet is relatively cheap

However, according to Mukhair (2012), the booklet also has some disadvantages. First, booklets cannot be spread throughout the community due to the limitation of distributions. Second, the process of delivering information from the booklet cannot be understood directly, because the readers must read the contents of the booklet first until they get the real

meaning of the contents in the booklet. Meanwhile, Anderson (1994: P.169) states that there are four disadvantages of the booklet. First, the process of printing a booklet takes a long time. It depends on the messages or contents that will be delivered and the tools that are used in printing a booklet because printing a booklet can no be finished in a day. Second, the price of making a booklet is quite expensive, because in printing booklet that usually consists of photos or color images need more money or high costs. Third, there are so many information in booklets and it is too long. In the booklet, usually, provide more information or messages that are not really needed which will reduce the intention to read a booklet. And the last, the maintenance and storage of booklets that is less noticed by users. It means that the users of the booklet should take care of the booklet so that it will not be damaged and lost. In addition, According to Gustaning (2014), there are four disadvantages of booklets. First, this media takes a long time for printing based on orders and tools used for printing. Second, it will be more expensive to print out pictures or photos. Third, a book needs good care to make pictures or text is not missing or damage. Fourth, if the booklet is too thick, it will decrease the reader's interest.

Based on the explanation above, it can be summarized that the advantages of a booklet are it can be made easily, cheaper, and long-lasting. While the weaknesses of the booklet are it takes a long time in printing booklets, cannot display animation in the page and can reduce the interest of the reader if the discussion is too long and the need for intensive care.

2.4 How to Design a Booklet

According to Weedmark (2015), design booklet can be done using the Microsoft Publisher program. The following steps of making booklet through the Microsoft Publisher program.

1. Selecting a Booklet Page Design

- a. Open a blank publication. Click the page design tab and then click the size icon. Select more preset page sizes at the bottom of the drop-down menu.

- b. Click the booklets folder. Other folders contain other page sizes.
- c. Select any booklet that suits to the project. For a booklet made from letter-sized paper that is folded in landscape mode, select the first 1/2 letter booklet option, which has page sizes of 5.5 by 8.5 inches. This booklet generates four pages per sheet of paper. The first and fourth pages are printed on one side of the sheet, with the second and third pages on the other side so when folded the sheet in half, the four pages can be read in order.

2. Adding Text to the Booklet

- a. Click the Insert tab and then click the draw text box icon. Drag the cursor over the first page to make the title appear. If align the text box perfectly over the margins, that will find the text box borders overlap the margins after release the mouse button. This behavior is normal and it ensures that the text inside the text box will be aligned with the page margins.
- b. Type or paste the title in the text box. Highlight the text by dragging the cursor over every letter to format it. Click the home tab and select a font, font size, and alignment for the title.
- c. Draw text boxes on each of the other pages. Begin typing the content for the booklet in the first text box after the title or paste it from another document. When there is too much text for the box, an overflow indicator appears on the border. Click the overflow indicator and then click the next text box so the words can flow from one text box into the next. When the second text box is full, click the overflow indicator again to link it to the third, then link the third text box to the fourth until the four-page booklet is filled.
- d. Highlight all of the texts by clicking the first text box containing the booklet's content and pressing CTRL+A. Click the home tab and format the text as desired. To use headings in the booklet, highlight the heading and then select a style from the style icon in the home ribbon.

3. Adding Text to the Booklet

- a. Add images from your computer by clicking the Insert menu and then clicking pictures. To find images using Bing image search, click online pictures.
- b. Drag any corner of the image to resize it without distorting its aspect ratio. To move an image, just drag it until it appears.
- c. Right-click the image and click the text wrap icon to adjust the way text wraps around the picture. By default, text wrap is enabled, but that makes the image appear beneath the text, over the text, or have it in-line with the text.

4. Printing the Booklet

Click the file tab when the booklet is ready to print. Select letter-sized paper in the settings section and then examine each page in the preview window. Click the arrow beneath the preview to examine other pages.

There are some steps that must be noticed in making the content of the booklet given by Fayra (2009) as follows.

1. The Notion or Idea

The first step to be taken is to collect ideas. For example, the idea to create a book alloys job training. This idea appears due to the phenomenon that takes place in the workplace. The phenomenon that takes place is not the coach for giving training to students and students who follow the program of street vendors in the workplace.

2. Focusing on The Idea

The next, focus on the ideas that has been created. Focus on this idea means delve deeper into the science and understand of the ideas which will write in the booklet. When establishing the idea of what will be discussed, in order to strengthen the science that will represent in a booklet to be written, add a reference from another source, of course, by referring to posts that are not considered as plagiator.

3. The Skeleton of Booklet

In making a booklet should be make the skeleton first. This is done so that the writing focused and stay focused on the idea that to be delivered, not to deviate to other questions which actually does not need to be discussed in the booklet. Framework also makes it in drafting. With the framework of the booklet, the author will be directed in making a booklet, so that the contents of the booklet will be focused clearly on the things that will be explained.

4. Making The Draft

When the first time create a booklet, the booklet may not be successfully made. Writer should write anything that wanted to convey through writing. The first writing is basically still the words 'coarse' means the text still needs to be addressed in order to become a better writing, to inform the contents effectively. Conceptual booklet will have better results than booklet that are not based on the concept.

5. The Writings

The most difficult thing is done by a writer, is to assess the own writing. Naturally the writer can assess even criticizing the writings of others, but the writer is often less able to assess the writing let alone criticize the own posts. However, after writing the content of a booklet, the booklet should be read back. Usually, when read back the contents of the booklet that already written, there will be find many mistakes in the text. There are better if asking for some people to read the booklet that we have made. Ask people opinion and tell the errors that exist in the booklet, so it is easier to fix it.

6. Improvisation Article

After studying the writings that have been there and know the errors contained in the text, or even in the text there are things that are less necessary and should be eliminated from the contents of the booklet. We must improvise the text. The trick, of course, by

eliminating things that are considered less important, correct mistakes in the writing and preparation of the booklet, as well as choose a better vocabulary, more efficient but does not reduce the aesthetics of packaging writings.

7. Revision

Revisions should be made to improve all inscription. In some cases, usually when a revised many writer say the same revision by rewriting part or the whole booklet. This revision aims to make a booklet better than before.

8. Editing

Once the revision has been done, the last thing in writing is editing. Editing is done to fix the writing (if any writing or using the wrong vocabulary) also fix the layout and the pictures of the booklet. When the reader has an interest to know the contents of the booklet, it will be easier for them to understand the purpose of writing that we make.

9. Designing Lay-Out Content, Background, Pictures, and Cover

The appearance of a booklet, is affecting the delivery of the information contained therein. For this reason, in addition to the package contents of the book needs to be taken more seriously. Alloy color, suitability typeface, font size accuracy, use of tables, graphs, images and so forth also determine the quality of a booklet created. Interesting to see the contents of the booklet (with a mix of colors, application of animation, etc.) will stimulate the senses of seers not get bored while reading the booklet. Thus, the content will be easily conveyed.

Another thing is the cover design. Volume booklet, should be designed to represent the information contained on the contents of the booklet. Cover that can attract growing interest to find out more about what deliver in the content of the booklet.

10. Binding

After arranging the booklet has been completed, the booklet is ready to be stapled. There are so many places that provide bindery services so you can use the service, for example in a photocopy or printing or if possible, bind it by yourself.

2.5 Definition of Songket

Songket is a traditional weaving craft from Palembang. According to Syarofie (2009), there is no official definition about songket, but some sources give explanation that aims to *kertabahasa* definition. Based on the source, Songket came from the word *disongsong* or *diteket*. The word *teket* in old Palembang language means embroidery. The word relates to the weaving process, inclusion of thread and other supporting equipments into the *longsen* and be accepted and welcomed into another side. Meanwhile *Direktori Kesenian Sumsel* (as cited in Rukmana, 2015) gives definition of songket as a woven fabric embroidered with gold or silver thread, and combine with other colored threads. Crafts are goods which is produced through skill and tends to contain beauty/art elements. Songket woven fabrics are the result of traditional woven fabrics handicrafts decorated with gold and colorful silk threads. Songket comes from the word *tusuk* and *cukit* shortened to *suk-kit*, usually becomes *sungkit* and eventually turns into *songket*.

Another similar opinion from Deppendprop in the book of *Traditional Weaving of South Sumatra* (as cited in Rukmana, 2015) that Palembang songket weaving was a typical craft of South Sumatra. Historically, songket comes from word *songko* that means the first time people use head accessories called *songko*. There was also another opinion that says songket comes from the word *tusuk* and *cukit* which is then shortened to *sungkit* and finally Palembang people call it songket.