

## **CHAPTER II**

### **LITERATURE REVIEW**

In this chapter, the writer explained media promotion, definition of design, definition of booklet, principle of booklet design, the advantages of booklet, how to design booklet and definition of Lenggok.

#### **1.1. Promotion Media**

According to Saladin (2003), *“Promosi adalah sesuatu elemen marketing di perusahaan yang digunakan untuk menginformasi, membujuk, and mengingatkankonsmen tentang produk dan jasa yang ada di perusahaan”*. It means that promotion as important element in marketing that used to inform, persuade, and remind the consumer about the products of company. Flaminggo (2004) stated that *“There are four promotion media that are usually used by company, they are printed promotion media, electronic promotion media, internet promotion media, and product promotion media”*.

It means that printed media is the most common ways to promote something. This kind of promoting usually done by using banners, advertisements, in newspapers, magazines, books, flyers and booklets. Second is Electronic promotion it means that electronic media has the good effect in product marketing. This kind of promotion usually use television or radio as a media to promote something but promoting using electronic media require a high budget. Third is internet promotion media it means that this kind of promotion is the developing of the electronic media promotion. usually through the media banner website or also paid advertising programs such as Google AdWords and facebook ads. And forth product promotion media it means that product promotion media is promotion usually through a product such as bags, t-shirts, hats etc.

There are the strategy of promoting the products. Gotter (2018) says that: There are four strategy to promote the product. The first is *”make you are products are different from the competition”* it means that, your USP (Unique Selling

Proposition) plays to your strengths and should be based on what makes your brand or product uniquely valuable to your customers. Being unique is rarely a strong USP in itself. You have to differentiate around some aspect your target audience cares about, otherwise your messaging won't be nearly as effective. Second is "Assertive, but defensible". It means that, a specific position that forces you to make a case against competing products is more memorable than a generic stance, like we sell high-quality products. Third is "Focused on what your customers value" It means that, Unique won't count for much if it's not something your target customers truly care about. Forth is "Make a slogan". It means that, While a slogan is one way your USP can be communicated, it's also something that you can embody in other areas of your business, from your return policy to your supply chain. You should be able to talk the talk and walk the walk.

Based on those explanations, the writer could conclude there are four promotion media such as printed promotion media, electronic promotion media, internet promotion media, and product promotion media printed. All of promotions media have its own function.

## **2.2. Design**

In generally, design is working process of imagining and planning the creation of product. It is supported by the statement by Azalia (2014) stated that "*Merancang adalah proses membuat sesuatu produk yang berhubungan dengan citarasa, dan kreativitas, ini merupakan perancangan suatu kerangka yang mempunyai banyak elemen untuk membuat kreativitas*". It means that design is a process of making a creation of product by using some ways that related with creativity.

## **2.3. Booklet**

"*Booklet adalah buku kecil yang biasanya digunakan untuk menunjukkan atau menggambarkan suatu produk yang ingin di promosikan*".(Zulmi, 2013). It means that booklet is a book which has a purpose to deliver the messages like promotion. While according to Anisa (2017) "*Booklet adalah buku kecil yang*

*mempromosikan suatu produk secara detil. Booklet juga seperti perantara yang menyimpan informasi penting dengan tujuan masyarakat akan mengerti dengan produk yang ditawarkan*". It means that booklet is a small book that is mainly used to represent the company and products details. Booklet also like a messenger who carries an important message. So the end of the goal is that people who as objects understand and obey the messages contained in the mass communication media. Beside that Marinditya (2017) claim that "*Booklet adalah media komunikasi dengan maksud menyamakan informasi seperti promosi, dan saran dalam bentuk print*". It means that Booklet is a mass communication media that aims to convey messages that are promotional, suggestion, prohibition to mass audiences, and in the form of prints. Gustaning(2014) say that "*Booklet adalah media informasi dalam bentuk buku kecil yang berisikan teks atau gambar atau keduanya*". It means that booklet is the media in form of a small book that containing the text or pictures or both. And Arsyad (2009) also claim that "*Booklet adalah sebuah buku yang ditulis dengan struktur pendahuuan, konten dan penutup. Tapi penulisan nya lebih pendek dari pada sebuah buku*". It means that booklet is a book with the structure of the booklet consists introduction, contents, and closing. Moreover Yoeti (1996) stated that "*Booklet adalah hampir seperti buku petunjuk. Konten booklet lebih lengkap dari pada yang lainnya. Pembuatan booklet biasanya didukung oleh beberapa sponsor yang mendukung promosi produk dari perusahaan tersebut*".

From the explanation above the writer can include that booklet is a small book that is usually used as a medium to promote something or various products and services of a company, and also can be used as recipe books, storybooks.

### **2.3.1. The Advantages of Booklet**

There are the advantages of booklets Anisa (2017) stated that:

*Dalam merancang booklet. Ada pun keuntungannya adalah sebagai berikut: sebagai media pembelajaran, mudah mempelajari konten, media informasi,*

*mudah untuk merancang nya, tidak membutuhkan alat untuk merekam seperti kamera, sederhana dan menghemat biaya, bertahan lama, mempunyai kapasitas yang besar, dapat diarahkan pada segmen yang diinginkan.*

it means that, there are the advantages of booklet, they are:

Can be used as media or tool for self study, Can be easily learned the contents, Can be information for family and friends, Reduce the need to record, Easy to create, reproduce, repair and customize, Can be made in a simple and relatively inexpensive cost, Can be durable depend on the way to take care of the booklet, Has a wider capacity, and Can be directed at a particular segment.

Moreover Ilmiatin (2011) claim that :

*Ada tiga keuntungan menggunakan booklet sebagai media promosi produk, keuntungannya adalah yang pertama harga untuk mencetak booklet terjangkau, yang kedua adalah fleksibel, yang artinya kita bisa kapanpun memberikan booklet ke publik, dan cara memberikan booklet ke publik juga termasuk mudah.*

It means that, There are three advantages of booklet: The price for printing booklets is quite, Fleksibel, the point is we can anytime to give booklets to the public, And how to give booklets to the public is also easy.

So with the reason above, the writer more interest to designing booklet than other media promotion.

#### **2.4. The Elements of Designing Booklet**

Kotler (2001) says that :

To make the effective promotion. The message that is written in the booklet should get the attention of reader, keep the interest of reader, raise the desire of reader, and make the readers do action. The process is known as AIDA. In this process the writer should complete two problems which are writing the content of message in the booklet and making the structure and format of message in the booklet.

In designing a booklet, Sabetti (2011) states that “There are four elements in designing booklet such as line, shape, size, color, and texture”. It means that there are five elements of designing a booklet such as such as line, shape, size, color and texture. The first is “Line”. It means that line is used to separate the position between one point with another point so that it can be a curved or straight line drawing. The

second is “Shape”. It means that 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.

The third is “Size”. It means that 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 fourth is “Color”. It means that color is one of important elements because it could be the identity of an images and it could explain the picture. The fifth is “Texture”. It means that texture is visual elements that show a sense of the surfac (shades) of an object which can be presented by way of being seen or touched. For example, the impression of mirror, floor, and wood.

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

## **2.5. How to Designing a Booklet**

Hendric (2016) says that :

To designing a booklet you can follow these instruction:

### **1. Decide the information and photos that you want to include in the booklet.**

before designing a booklet, you need to decide exactly what information and photos (illustrations) you want to put there. That is to develop the booklet concept. Think of the layout of the text and illustration, determine the number of pages that you need.

### **2. Decide booklet size.**

After that you need decide booklet size. Usually booklets are made with A5 or A4 size. The size depends on the amount of textual information and illustrations. But, as a rule, the size will be determined by the goals you want to achieve in the process of disseminating information.

### **3. Decide the purpose of the booklet.**

Then, that you must be determine the purpose of the booklet. the purpose of the booklet is to own format and design. For example, if the booklet is aimed at children, the colour and design of the booklet must be interesting for children.

#### **4. The target audience.**

And then you must be determine the target audience. It is will also affect size of booklet. the style of information are various greatly depending on the age or social category.

#### **5. Designing a booklet.**

After the preparation is complete and the concept is ready, you can proceed directly to drawing the booklet. you need the application to help you to make design of booklet, such as Adobe Photoshop, Microsoft Publisher, Powerpoint and so on.

### **2.6. Lenggok Souvenir Store**

Lenggok Souvenir Store is the most complete souvenir market in Palembang. Beside from being a center for souvenirs, on the 2<sup>nd</sup> floor of Lenggok Souvenir Store there is a comfortable place to eat and hangout. The advantages of Lenggok is in the concept. This store mixes everything in one place, such as souvenir store, hangout place and restaurant. Lenggok was built in 2017 by Franky Poerwadi. This store has 40 employees and 1 supervisor. The location of Lenggok in Kambang Iwak beside Swarna Dwipa Hotel. Many types of souvenir that sell by Lenggok. They are songket, reflica of Palembang icon, clothes, special food from Palembang and so on. Not only traditional food from Palembang that are sold in Lenggok, but also in Lenggok provides Western and Chienes food . this is because a creative idea from the owner. Food in Lenggok can be sent to all regions of Indonesia and abroad. Lenggok often holds promos to increase product sales .