

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

Richard Sihite in Marpaung and the Bahar (2000, p. 46-47) states that tourism was a journey that is done for a while, which was held from one place to another leaving its place, with the a plan and the with the intention of not for a strive or a to make a living in the places visited, but simply for a enjoy leisure activities or picnic and the for a meet the diverse desires. In other line H. Kodhyat (1983, p. 4) defines tourism was traveling from one place to another, temporary, done individually or in groups, in an effort to seek a balance or a harmony and the happiness to the environment in the social, cultural, natural and the science.

Furthermore, tourism is an activity of a person who moves from one place to another for a short time, and has a purpose when traveling, such as entertaining himself with family and friends by getting new knowledge from that place

2.1.1 Type of tourism

According to Wardhani (2008), there are seven types of tourism, as follows:

1. Ecotourism

Ecotourism is tourism that directed toward exotic, often threatened, natural environments, especially to support conservation efforts and observe wildlife.

2. Cultural tourism

Cultural tourism is the subset of tourism which is concerned with a traveler's engagement with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life.

3. Heritage tourism

Heritage tourism is traveling in order to experience the places, artifacts, and activities that authentically represent the stories and people of the past.

4. Religious tourism

Religious tourism is a type of tourism, where people travel individually or in groups for pilgrimage, missionary, or leisure (fellowship) purpose.

5. Culinary tourism

Culinary tourism or food tourism is the exploration of food as the purpose of tourism.

6. Shopping tourism

Shopping tourism is a tourist trip that makes shopping as the reason tourists travel.

7. Adventure travel

Adventure travel is a type of niche tourism, which involves exploration or travel with a certain risk. It may require special skills and physical exertion.

2.2 Culinary

According to Kurniawan (2010), culinary tourism is a program that raised the theme of a variety of food. It usually presents the street food and cheap food. That places visited are spread across the corner of the city, district, provincial or the capital of city.

Furthermore, Hasana in akbar (2014), culinary tourism is a travel activity or part of the activity is done voluntary and temporary to enjoy a type of foods or drink. It also means human activities that travel with destination to somewhere to obtain or enjoy of foods or drink that can only be found in the area.

Culinary becomes very important as a national culture. Indonesia has a lot of different food diversity between regions, must guarded so that it is not claimed by other countries. Like dance, culinary is part of Indonesian Cultural identity (Wongso, 2015). In culinary also have various time, one of them night culinary. For example, Bukit Bintang street in Malaysia and Jalan Malioboro in Yogyakarta.

Palembang has its own charm all people who migrate and also tourists who visit. Palembang is one of big cities in Indonesia who has best place for culinary. Palembang is known for its excellent cuisine and there are so many visitors who interested to try the taste of Palembang culinary. Palembang has good potential of night culinary; one of them is night culinary in Jalan Pangeran SW Subketi. Night culinary only open at night and there are many foods with variant drink.

2.3 Promotion

Tjiptono (2002, p. 219) states that promotion is a form of marketing communication, which means marketing activities that seek to disseminate information, influence / persuade and or remind the target market or company and its products so that they receive, buy and are loyal to the products offered by the

company concerned. In other side according Madura (2001, p. 157) defines promotion is the act of informing or reminding about product or brand specifications.

Based on the definitions above, the writer may conclude that promotion is the activity of communicating or informing the benefits of product and services to consumers to encourage and persuade consumers to buy such products and services.

In other point of view, Rangkuti (2010) states that promotional activities should be based on the following objectives:

1. To modify the behavior

The promotional activities aim to change the behavior of consumers by creating a good impression of the product and encourage the purchase of product, so that consumers who do not receive a product will be loyal to the product.

2. To inform

The promotional activities that provide information about the price, quality, buyer requirements, usability, and privilege of a product to the intended market to assist the consumer in making the decision to buy.

3. To persuade

The promotional activities which are undertaken to maintain the product brand in the community, and retain the buyer who will make a purchase transaction repeatedly.

In addition, the purposes of a promotion are to increase the sales results and make consumers to be familiar with the products or services that they have not known.

2.4 Design

Ambrose, G & Harris, P (2010, p. 11) state that Design is a process that turns a brief or requirement into finished product or design. 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, p. 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, p. 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.

2.5 Booklet

2.5.1 Definition of Booklet

Booklets are small (half-quarto) and thin books, no more than 30 pages back and forth containing writing and pictures. The term booklet is a unity of the words book and leaflet. That is, the booklet is a combination of leaflets and books in small format (size) such as leaflets. The structure of the contents is like a book (introduction, contents, closing) it's just that the way the presentation is far shorter than a book (BPTP, 2011).

According to Satmoko (2006), booklets are a small book measuring 14.8 x 21 cm that has at least five pages but no more than 48 pages outside the cover count. Whereas according to Holmes's theory (Mintarti, 2001) the booklet contains a sheet of at most 20 pages, with various visuals namely: letters, photos, line drawings or paintings. The contents of a booklet are clear, firm, easy to understand and interesting.

Based on this, the booklet is a small sized book-shaped media containing images and writing. The term booklet comes from books and a leaflet, meaning the media booklet is a combination of books and leaflets. Booklets have a small format (size) like leaflets, but the structure of the contents of the booklet resembles a book

(there is an introduction, contents, and conclusions), only the way the presentation of content is more concise than a book.

2.5.2 The Elements of Booklets

In the making of booklets, the first thing that we have to do is to know how to design a booklet with a good design and prepare the materials as Interesting as possible. According Sitepu (2012, p. 160) there are most important physical things in booklet, there are:

- 1) Cover and book content. Cover must be made from paper that is thicker than the paper for the contents of the book, the function of this cover is to protect the contents of the book. Cover consists of front cover and back cover; back cover is only for special kinds of book that has more than 100 pages inside the book bind with the glue or using needle-sewing. But if the contents of the book less than 100 pages do not use the back cover. To be more attractive, the cover of the book is designed attractively by giving illustration in accordance with the contents of the book and using the name of the subject.
- 2) The front (preliminaries) contains the title page, blank page, main title page, the table of contents and forewords, and each page number in the front of the textbook using small Roman numerals.
- 3) The text section contains the material to be submitted, consisting of chapter titles, and subtitles, each section and a new chapter is created on the next page and given a page number beginning with the number 1.
- 4) The back of the book consists of a bibliography, glossary and index, but the use of glossaries and indexes in books only if the book uses many terms or phrases that have special meaning and are often used in the book.

While, According to Arsyad (2009, p. 85), there are six elements of printed-based design that must be considered. They are **consistency, format, organization, attractiveness, font size and space.**

a. Consistency

Try to be consistent in page, font, space, title, line, main text, and margin. The inconsistency will assume the bad and untidy design.

b. Format

Use one column for long paragraphs and two columns for short paragraphs. Do not forget to separate the paragraphs which have different main idea of the text.

c. Organization

Organize the text as good as possible to make the readers get the information easily. Use grid box form to separate each part of the text.

d. Attractiveness

Introduce each part in different way to make the readers curious, so they read on the information more.

e. Font Size

Choose a suitable font size based on the readers, messages, and target environment. Good font size for texts (text book or handbook) is 12 points. Avoid capital letters because it makes difficult in reading process.

f. Space

Use the space to add some contrasts. It is important to provide the reader's concentration. This space could be: the space around title, margin, column space, opening paragraph space, line space and paragraph space. All these spaces aimed to improve the readers' readability.

2.5.3 Advantages of Booklet

According to Kemm and Close (1995) the booklet has several advantages, namely:

- a) Can be studied at any time, because the design is in the form of a book.
- b) Contains relatively more information than posters.

According to Ewles (1994) booklet media has the following advantages:

- a) Clients can adjust from independent learning.
- b) Users can see the contents when relaxed.
- c) Information can be shared with family and friends.
- d) Easy to make, reproduce and repair and easy to adjust.
- e) Reducing the need for records.
- f) Can be made simply at a relatively low cost.
- g) Durable
- h) Broader capacity.
- i) Can be directed to certain segments.

Advantages of booklets are:

- The advantage of the booklet is that this booklet uses print media so that the costs incurred can be cheaper compared to using audio and visual media as well as audio visual.
- The process of booklets to arrive at objects or communities can be done at any time
- The delivery process can also be adjusted to existing conditions
- More detailed and clear, because more can review about the message that was conveyed.

2.5.4 The Aspects of Booklet

According to Masnur Muslich (2007, p. 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 Construct Aspect.

A good booklet serves the content in a complete way, systematic, and chronological to lead the action of mind framing the reader through logical and systematic presentation. 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.