CHAPTER II
LITERATURE REVIEW

This chapter describes about the information of traditional market, traditional food, promotions, design and booklet.

1.1. Culinary Tourism

Culinary tourism is one aspect that can attract tourists. It happened because culinary tourism can inflict the uniqueness that can be one of the characteristic of each countries. According to Leheup (2011) Culinary tourism includes any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional, or national cuisine, heritage, culture, tradition or culinary techniques. This culinary tour is a part of the type of tourism that exists, because it is not complete if tourists who come do not try traditional culinary in that area. It is also related to Suryadana (2009) as cited in Nathasya (2014), he said that culinary tourism is defined as a tour that provides a variety of services and activities suitable to meet the needs of tourists built for recreation, relaxation, education and health.

Meanwhile, Long (2004) defines 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. It is about groups using food to "sell" their histories and to construct marketable and publicly attractive identities, and it is about individual satisfying curiosity. According to Hall & Mitchell (2003) as cited in Syafitri (2019), Food tourism there is a need to differentiate between tourists whose activities, behaviors and even, destination selection is influenced by an interest in food.

Based on some definitions above, the writer can conclude that culinary tourism is a journey which includes the activities of consuming local food from an area, travel with the main goal to enjoy food and drink or visit a culinary activity,

visit the food and beverage industry center, and to get different experience when eating food and drinks. One of the place for enjoy the culinary tourism is in the traditional market, because the tourists not only feel the taste of the food but also they can socialize with the local people who sell traditional food.

1.2. Traditional Market

Sadilah (2011) said that traditional market is an outdoor place, which process of buying and selling with bargaining process. Traditional market has characteristics that place is not too extensive, the goods sold are not to many kinds, the management system is simple, does not offer the convenience of shopping. There is still haggling prices with merchants, products are sold not on display are open so that customers do not determine whether the retailer has the item sought or not.

Meanwhile, Geertz (1992) as cited in Zafirovski (2001) a market economy is traditional in a sense that its function is regulated by trade customs which are considered sacred because it has been continuously used for centuries, but it is not in the sense that this market economy describes a system where economic behavior is not sufficiently differentiated from the kinds other kinds of social behavior. From a different perspective, Geertz argues that traditional markets indicate a place that is intended for activities that are indigenous market trade, as has been practiced for a long time (directed). Traditional market more characterized by small-scale economic type bazaar. Because of this, traditional markets directly involve more mutual traders competing with each other in that place. In addition, this market is interesting more diverse visitors from various regions. Not losing Importantly, traditional markets have proven to provide opportunities for the sector informal to be involved in it (Geertz, 1963).

Based on some definitions above it can be concluded that traditional market is an outdoor place that managed by the Government and the main container for selling basic needs products produced by small and medium scale economic actors. Market also can be the place for social interaction that the actors

are the shoppers and traders. They are farmers, fishermen, craftsmen and home industry (people's industry).

1.3. Traditional Food

Traditional foods played a major role in traditions of different culture and regions for thousands of years including foods that have been consumed locally and regionally for and extended time period. Preparation methods of traditional foods are part of the folklore of country or a region in terms of the use of traditional ingredients (raw material of primary products) or traditional composition or traditional type or production or processing method (Glibetic, 2013).

According to Soekarto (1990) these food is grown at this place and called the traditional food. Traditional foods are foods (including snacks) and drinks as well as a mixture of materials (ingredients) that are traditional has been used and developed in the area or local community. Traditional foods that have a wide range of herbs and spices can be expected to be potential difficult to emulate other countries. Also according to Lestari (2014) traditional foods are foods and beverages commonly consumed by a particular community, with a distinctive flavor that is accepted by the community.

Based on some definition above, it can be concluded that traditional food is food that is grown in an area which is the characteristic of the area and consumed by particular community. Traditional food also can define the culture of the country because each countries have their own varieties and ingredients for their traditional food.

To make traditional food known to many people, they need media to promote it. One of the media that can be an option for writer is a booklet.

1.4. Promotion

Understanding the promotion according to Saladin and Marty (2002), Promotion is information of communication sellers and buyers aims to change attitudes and behavior of buyers, who previously not know becoming familiar so

that it becomes a buyer and remembering product. While understanding the promotion according to Alma (2006), Promotion is a kind of communication which gives explanations and convince potential customers of the goods and services with the aim of attention, educate, remind and convince potential customers. Saladin (2004) divided promotion into 5 types.

They are advertising, personal selling, publicity, sales promotion, and direct marketing.

1. Advertising is a form of non-personal promotion by using various media that intended to stimulate the purchase.

2. Personal selling is a form of personal promotion with an oral presentation in a conversation with a prospective buyer who intended to stimulate the purchase.

3. Publicity is a form of nonpersonal promotion of the service or specific business entity with reviewing the information or news about it.

4. Sales promotion is a form of promotion besides the three forms above that intended to stimulate the purchase.

5. Direct marketing is a form of individual sales directly intended to influence the consumer purchase.

Promotion is essentially a marketing communication, meaning that marketing activities that tries to spread information, influence or persuade, or remind the target market for the company and its products to be willing to accept, buy and loyal to the products offered by the company concerned, Tjiptono (2001).

Here are definitions of some media promotion by Kusrianto (2007):

1. Leaflet (flyer): The sheets of print paper folded into two pages or more.

2. Folder: Sheet molding material that is folded in half like a map or a book to be easily carried.

3. Brochure (booklet): Printed materials consisting of multiple pages bound so it is similar with a book.

4. Catalog: A kind of brochure that contains details on the types of products / services and sometimes equipped with pictures. The size can vary, from of pocket until the phone book, depending on the needs of business.

5. Stationery Set: namely, envelopes, letterhead and pens are usually placed in a hotel room. It has function not only as a service from the hotel, but excluding postal material because there is the name of a product or service, complete with addresses and phone numbers.

6. Inserts (Stifler): Leaflets inserted or placed in the box a product. Usually a description of use of the product, or other products that are manufactured by the same company.

7. Hanging Mobile: A tool moving displays when exposed to wind, the placement is hanged.

8. Wobbler: Tool displays a way of placing a wall-mounted or on shelves using plastic or similar material so that the image becomes supple and moving. Usually in the form of two-dimensional.

9. Self Talker: The print media to promote a product by placing it directly on the rack.

10. Flag Chain: The series of small flags to display an image product, brand, slogan, or a combination of all of them.

11. Poster: Poster display and full color is usually used as a decoration of the room with a stick on walls, shop windows, or walls of the showroom.

12. Sticker: Promotional material most widely and frequently used by companies to promote their products because it is very flexible.

13. Box Dispenser: Having regard to leaflet or brochure as it is used to put those goods.

14. Model: The model here is more likely to serve as decoration or decoration, and usually in the form of miniature. Other forms, merchandise/souvenirs,

clocks, ashtrays, lighters, chains, locks, calendars, t-shirts, hats, umbrellas, etc.

The promotion is a way to inform or notify the prospective buyer of the products offered by notifying the places where people can view or make a purchase (Yoeti, 2006).

While, Promotional purposes according to Lamb, Hair, McDaniel (2001) as follows:

1. Provide Information (Informing)
   a. Increase awareness of the new product, class of products, or product attributes.
   b. Explain how the product works.
   c. Suggest a new use of a product.
   d. Building the image of a company.

2. Persuade target customers (persuasive)
   a. To encourage brand switching.
   b. Changing the customers' perception of product attributes.
   c. Influencing customers to buy now.
   d. Enticing customers to come.

3. Reminds (reminding) consists of :
   a. Remind consumers that the product may be required in the near future.
   b. Remind consumers where to buy the product.
   c. Maintain awareness of consumers.

Based on definitions above, the writer can concluded that Promotion is a kind of communication which gives explanations and convince potential customers of the goods and services with the aim of attention, educate, remind and convince potential customers. In short, Promotion is a way to inform people about product or service. It can be to persuade them to do the purchase and becoming a buyer.

1.5. Design

According to Johnston (1991) cited in Taylor & Francis (2011), says that design is a process of making something that inherently has emergent products or spatial patterns in given time-frames that manifest the ever-changing realities in a community occurring within the process. Furthermore, The Cambridge Dictionary of American English (2015) states that design is the creation of a plan or convention for the construction of an object or a system as in architectural blueprints, engineering drawings, business processes, circuit diagrams and sewing patterns. While, Brinkkemper (1996) as cited in Chen (2001) Designing often necessitates considering the aesthetic, functional, economic and sociopolitical dimensions of both the design object and design process. It may involve considerable research, thought, modeling, interactive adjustment, and redesign. Meanwhile, diverse kinds of objects may be designed, including 10 clothing, graphical user interfaces, skyscrapers, corporate identities, business processes, and even methods of designing.

Sitepu (2006) states that there are five elements of design. They can be classified as:

1. Line

   Line is divided into four, they are: vertical, horizontal, diagonal, ad curves. In the graphic design, line is used to separate the positions between the other graphic elements within the page. It also can be used as a bookmark of specific parts with the purpose for the explanatory of the reader. Line is also used as a separator between the two parts of different publications or provides emphasis. For example, it can be used for separating the information in a book.

2. Shape

   Shape is a field that occurs because it limited by a contour (line) and or it limited by the different color or by the dark light on shaded or texture. Shape can be a natural form (figure), which does not at all resemble the natural form

(non-figure). Shape has a change in the form of stylized form, dissertation, and transformation. This meaning is constructed in two-dimensional graphics.

3. Space

    Space occurs because of the perception of the depth that feels far and near, high and low, looking through the sense of sight. This element is used as an element of breathing space for the reader's eye. It means to make the reader not too tired to read the text is too long. The empty space provides the separation between the columns of text. In addition, it gives the impression of a roomy and neat design.

4. Texture

    Texture is the visual elements that show a sense of surface material (material) which is intentionally created and presented in the order to attain such a form, either in the form of real or pseudo. For example, the impression of wood is texture, hair, or glasses.

5. Color

    The color of an object is determined how light falling on the object and reflected back to our eyes. Because light has a spectrum (systematic series) color, and that color spectrum is exactly what helps humans recognize colors. In applying color in a design, you can refer to the color wheel. To produce harmonious colors, use colors that are close to one another and each color has their own meaning.

    While according to Keung (2019), she said that there are seven basic elements of design. They are :

1. Line

    Lines are the most basic elements of design. They come in all shapes, sizes, and colors. Lines have direction; they can be visible or invisible and can help direct the eye to a specific spot. The thickness of a line can also communicate certain cues. Bold and thick lines can draw attention, while thin lines are the opposite. Most if not all layouts contain invisible lines. Grids are made of

multiple lines and lend structure to a page. Lines can be used to create demarcation on a specific section of a design. A simple line can carry so much—for instance, a squiggly line is perceived as young and fun compared to a straight line. Lines don't necessarily have to be solid. Dashed and dotted lines can also be used and have a friendlier feel than a solid line. Straight lines usually come across as a steady and static element. On the other hand, curved lines are dynamic and give energy to the design.
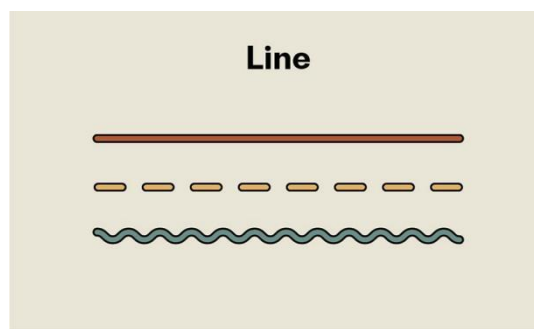
Figure 2. 1
Kinds of Line
source: http://design.tutsplus.com

2. Color

Colors create moods and can say something different depending on the connotations associated with it. Color can create an emphasis on specific areas of your design layout. This element contains multiple characteristics:

a. Hue is the name of a color in its purest form. For instance, cyan, magenta, and green are pure colors.

b. Shade is the addition of black to a hue in order to make a darker version.

c. Tint is the addition of white to a color to make a lighter version.

d. Tone is the addition of grey to make a color muted.

e. Saturation refers to the purity of a color. A specific color is most intense when it is not mixed with white or black.
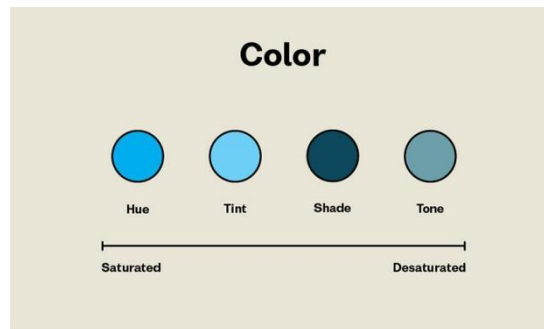
Figure 2. 2
Kinds Of Color
source: http://design.tutsplus.com

3. Shape

A shape is the result of enclosed lines to form a boundary. Shapes are two-dimensional and can be described as geometric, organic, and abstract.

a. Geometric shapes have structure and are often mathematical and precise (squares, circles, triangles). You'll notice that the Swiss graphic design movement from the 1950s used mostly geometric shapes in their designs. Shapes can add emphasis to a layout.

b. Organic shapes lack well-defined edges and often feel natural and smooth. Shapes add emphasis to a layout.

c. Abstract shapes are a minimalist representation of reality. For instance, a stick figure of a person is an abstract shape. Logos are mostly represented by abstract figures to show the type of business. The icon pack below is a great example of abstract shapes conveying real-life objects and situations.
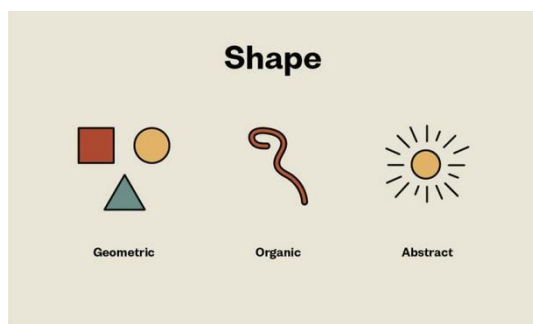

Figure 2. 3
Kinds of Shape
source: http://design.tutsplus.com

4. Form

On a page, form is the positive element over the space, the negative element. A dot, line, or shape is a form when placed on a page. Unfortunately, form and shape are mostly used interchangeably. A form can be either two-dimensional or three-dimensional. Many also believe that form is a shape that acquires three-dimensional values, but the correct term is volume. Form and shape are mutually dependent because changing one would affect the other. The spatial relationship between form and space can create tension and add 3D qualities to your design. Form and space will lend the design lots of visual activity that can help keep viewers engaged. To create a 3D effect in the design, add the shadows, stack multiple elements, or play with color.
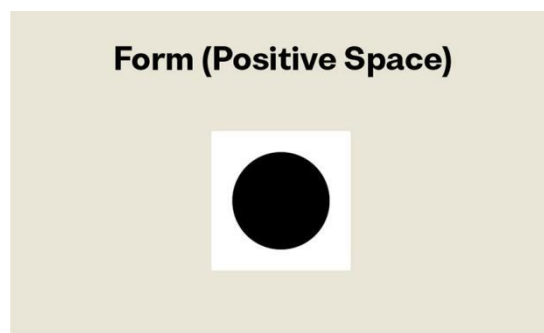

Figure 2. 4
Picture of Form (Positive Space)
source: http://design.tutsplus.com

5. Value

Value refers to the degree of lightness and darkness of a specific hue. Yellow has a higher value than purple because it is closer to white. Value changes create contrast on a page. In design, use different tonal values to create emphasis in the design. Create the illusion of movement by overlapping multiple elements with different values. Value also defines the spatial relationship between elements. If color values are close between the elements and space, then the design will look flat. If there is a strong contrast between the elements, then the form will be extremely noticeable.
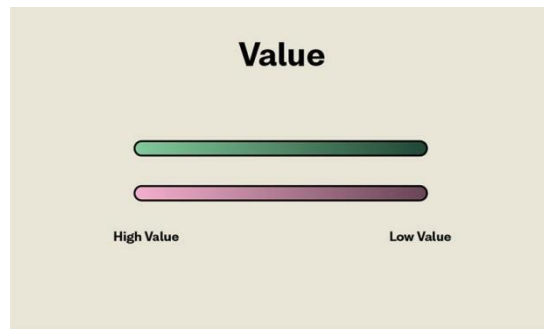
Figure 2. 5
Picture of Value
source: http://design.tutsplus.com

6. Space

Space is the area that surrounds a shape; it creates a form within the space. Think of it as music: space is the silence between the notes of a song. If all the notes were played together, that would turn into noise. The negative space is the area that is not occupied by any elements. In essence, it is the background color that you are able to see. For instance, abundant negative space in a layout results in an open, airy, and light background. The lack of negative space can result in a cluttered design. Visually speaking, a layout needs space to achieve a level of clarity within the design. Negative space is a very important element to consider as designing a piece.
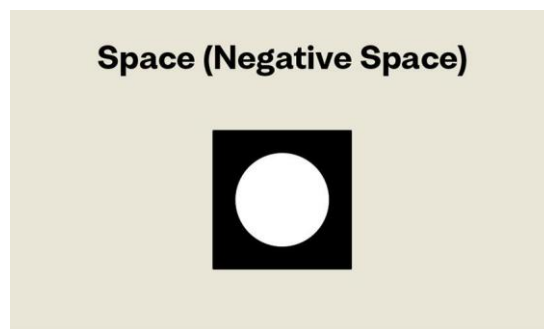

Figure 2. 6
Picture of Space (Negative Space)
source: http://design.tutsplus.com

7. Texture

Texture adds a tactile appearance to a design layout. Imagine how a design piece would feel if you touched it. The goal of texture is to add depth to a 2D surface. Texture can be applied graphically through patterns, either digitally created or an image mimicking the desired pattern.

Figure 2. 7
Kinds of Texture
source: http://design.tutsplus.com

Based on some definitions above, the writer concluded that design is process of making something or creation of a plan for the construction of an object. It is often necessitates considering the aesthetic, functional, economic and sociopolitical dimensions of both the design object and design process. There are some elements of design such as line, shape, form, space, texture, value and color that can impact on how the design is perceived.

1.6. Booklet

According to Geoff (2010) cited in Macmillan (2012) describes the booklet cover the story of how the book came into being or how the idea for the book was developed, and include thanks and acknowledgments to people who were helpful to the author during the time of writing. Furthermore, Utami (2012), booklet is a small book which has some information about products, events, brands, and so on. While, Cutlip (1994) suggested that the booklet is a short publication which comprises several pages that contain a brief description that contains the organization or company for public knowledge. While, Gema (2012)

explains booklets usually consists of several pages and often have a cover, title page, bound either simply using staples or bound with decorations for example using a ring. Meanwhile, according to Holmes as cited in Mintarti (2001) says that the booklet contains of 20 pages with a size of 20 x 13 cm. The contents of a booklet are clear, decisive , easy to understand and interesting.

In concluded that, booklet is a small book usually consists of several pages, have a cover, title page and bounding with simple staples or decorations. Booklet has function as short publication that contains a brief description and information about products, events, brands and so on. The contents of the booklet also need to be interesting and easy to understand.

1.6.1. Advantages and disadvantages of booklets

According to Gustaning (2014), as printed medium, a booklet has advantages. This medium can be used easily as a medium or tool for self-learning, low cost and more durable than audio and visual media. A booklet is usually aimed to increase the knowledge because a booklet gives specific information. Besides, Perangin Angin (2013) claims that there are many more advantages of a booklet. First, it can be learned by everyone. Second, a booklet design also has attractiveness to increase the passion to learn. Last, a booklet does not need electricity so it is easy to carry everywhere.

However, this medium has also disadvantages. Perangin Angin (2013) states that a booklet does not have any sound effects and motion effects, and it is easily folded or torn if it is no stored properly. Meanwhile, according to Gustaning (2014) there are some disadvantages. First, this medium takes a long time for printing based on orders and tools that are used for printing. Second, it will be more expensive to print out pictures or photos. Third, a booklet needs good care to make pictures or text is faded or damage. The last, a booklet will decrease the reader's interest if it is too thick.

1.6.2. How to Design Booklet

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

c. Right – click the image and click the Tect Wrap icon to adjust the way text wraps around the picture. By default, Text Wrap is enabled, but that make 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.

While according to French (as cited in Utami, 2017), there are several steps to create a booklet:

1. Choosing a good title and subtitles

The selection of title and subtitles is the most important thing to define the content of booklet. It is better to choose a narrow and specific topic to make the reader easy to understand.

2. Using a logical structure and concrete format

In the process of making a booklet, the writer should follow the rules and guidelines in making a booklet to create an interesting booklet.

3. Adopt the appropriate writing method

Creating a booklet could not be done only with writing because writing a booklet has a large reader scale so it must be done carefully by pay an attention to some aspects.

4. Using a good cover

Commonly, people read and judge a book by its cover. A good cover can attract the reader to read and buy a booklet. The other function of cover is cover can be a medium of promotion that has a purpose to give the influence that the booklet looks appropriate for the reader.

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. Conceptional 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.

Hicks (2017) stated that creating a booklet through Microsoft Publisher is a cost-effective way of doing something creative for your work or performance. Microsoft Publisher allows users to easily create a variety of publications, such as flyers, brochures and booklets.

Based on the opinion of some experts above, the writer concluded that to create a booklet it should have a concepts or idea before create it (softcopy or

draft of a booklet) for example, choosing a good topic, using a logical structure and concrete format. After created about the idea and the concept, the next step is start to create a hardcopy of the booklet through Microsoft Publisher which is one of an effective way to create a booklet.

1.6.3. Booklet Binding Methods

Johnson (1990) states that the process of bookmaking is introduced when several sheets of paper are folded, inserted one inside the others, and stapled or sew in the center. If desired, the booklet can be strengthened with a piece of book cloth pasted over the back either before or after the sewing. Meanwhile, Cendra (2011) claims that the first thing should be determined in choosing types of bookbinding for books, catalogs, booklets, company profiles, or presentation materials is types of cover book (hardcover or paperback). The binding techniques vary depending on the amount of paper and client's wishes. There are four binding techniques more commonly used by many people as follows:

1. Plastic Comb Binding

   This type is cheaper than other types of bookbinding. This type allows for books, booklets, catalogs or company profile to easy to duplicated by photocopy, lightweight and content can be added later or removed when it is no relevant anymore. The main disadvantages of plastic comb bindings are usually done manually by hand made and when done in large numbers would be very inefficient and ineffective so it will take high costs for the production process.

2. Ring Spiral Binding

   Ring spiral binding or spiral coil binding is more expensive than plastic comb binding in production costs. This type has two kinds of materials. There are plastic and wire. Books, booklets, catalogs, or company profile bound can be opened even bent backward thus easy to read or duplicated.

3. Saddle stitch binding

   This type has two kinds of bound. There are middle and edge binding. In this type of binding, the content of books, booklets, catalog, or company profile stacked along with the cover and then stapled together. This type is suitable for books, booklets, catalogs or company profile which has the same thickness or type of cover paper with its contents.

4. Perfect binding

   Perfect binding is the binding technique used for bookbinding by publisher especially paperback. This technique is done by pasting the left side of the page with glue. After it dries, the cover glued together with the content of book. This is the ideal choice for mass-produced books because of low cost and easy to work by machine. However, this type of binding is not recommended for book which is often read because it tends to be easily.