CHAPTER II
LITERATURE REVIEW

In this chapter, the writer will explain definition writing, types of writing, writing process, aspect of writing, media promotion, definition of booklet, principle of booklet design, and the advantages of booklet.

2.1 Writing

Nunan (2003: 88) states that writing is an intellectual activity of finding the ideas and thinking about the way to express and arrange them into a statement and paragraph that is clear to be understood by the people. It indicates that the writers are demanded to show their thoughts and organize them into a good composition. Besides, writing presents the writer's concept in understanding an issue which is shown to the public. It requires the integration of ideas systematically written.

Writing is considered as an active creation of text involves, on the one hand, lower-order transcription skills such as handwriting punctuation and spelling, and on the other hand, higher-order self-regulated thinking processes such as planning, sequencing, and expressing the content, Berninger (2002). It means writing is considered an active text creation that involves low-level transcription skills and self-regulated thinking processes. This requires the writer to express the writing content into a good composition by considering aspects of writing to be understood by the reader.

According to Hyland (2003) writing is a thinking process that demands intellectual effort, and it involves generating ideas, planning goal setting, monitoring, evaluating what is going to be written as well as what has been written, and using the language for expressing exact meanings. It means that writing consists of some stages that should be done by the writer in conveying the message of writing.

The similarity of the 3 experts opinions are writing is expressing thoughts or feelings through writing in form which are expected to be understood by readers. Writing is considered an active text creation that involves low-level transcription skills such as punctuation and handwriting spelling, and high-level self-organizing thinking processes such as planning, sorting, and disclosing content. Writing is an activity to find ideas and think about ways to express and organize them into clear statements and paragraphs for the public to understand. Writing involves generating ideas, planning goal setting, monitoring, evaluating what will be written as well as what has been written and using language to express the exact meaning.

2.1.1 Types of writing

Types of writing consisted of expository writing, descriptive writing, persuasive writing, and narrative writing, Brown (2007).

The explanations of four types of writing are as follows

a. Expository Writing

The word expository contains the word expose, so the reason expository is an apt descriptor for this type of writing is that it exposes, or sets forth, facts. It is probably the most common writing genre you will come across throughout your day. In an expository piece, a topic will be introduced and laid out in a logical order without reference to the author's personal opinions.

Expository writing can be found in: Textbooks Journalism (except for opinion and editorial articles) Business writing Technical writing Essays Instructions.

b. Descriptive Writing

The aim of descriptive writing is to help the reader visualize, in detail, a character, event, place, or all of these things at once. The author might describe the scene in terms of all five senses. Descriptive writing allows the writer a great deal more artistic freedom than expository writing does.

Descriptive writing can be found in: Fiction Poetry Advertising Journal and diary writing

c. Persuasive Writing

The aim of persuasive writing, or argumentation, is to influence the reader to assume the author's point of view. The author will express personal opinions in the piece and arm him- or herself with evidence so that the reader will agree with him or her.

Persuasive writing can be found in: Advertising Opinion and editorial pieces Reviews Job applications

d. Narrative Writing

The purpose of narrative writing is to tell a story, whether that story is real or imaginary. Pieces in a narrative style will have characters, and through the narrative, the reader learns what happens to them. Narrative writing can also include dialogue.

Narrative writing can be found in: All types of fiction (e.g., novels, short stories, novellas) Poetry Biographies Human interest stories Anecdotes.

Based on the explanation above, the writer decides to use Persuasive Writing in writing a booklet. Because booklets need good writing to persuade and encourage customers to buy or use products or services that are promoted.

2.1.2 Steps of Writing

Brown (2000) implied that these language-learning behavior as strategies. These strategies relate to what the students do, how they manage, and what they know about which aspects of their language learning process especially in second language learning. There are many variations in the way to write to follow up certain patterns. Here are the three stages of writing process that commonly followed pre-writing, while writing, and post writing.

a. Pre-writing

Pre-writing is a way of organizing your thoughts or beginning to put the information you have on paper. Pre-writing stage help writers generate the ideas in numerous ways such as brainstorming, free-writing, and planning.

Brainstorming permits one to approach a topic with an open mind and to come up with ideas freely.

Free-writing is designed to help the writers free ideas that they might not realize that they have. Planning, brainstorming, and free-writing are some different ways to begin writing.

Planning appears to be the stage in which we create guidance to lead us in writing. It is the stage where the writers firstly think out things to be the content of writing. Planning provides a means for quickly checking their sentences to see if the deal with the topic, and servers as a guide for checking whether the sentences are logically arranged.

b. Drafting

After getting some ideas, drafting is begun. In drafting, the writers need to arrange their writing. It can be done by using native language first and later translate into English or directly write in English with some problems that may face. The writers often share their drafting results to their friends of teacher to get feedback about their writing. In addition, the writers start to concern about several aspects related to writing such as grammar, spelling, vocabulary, and content of their writing to discover how they can express their ideas in the clearest manner possible so that their readers will receive the same message with the same impact that students intended.

c. Revising

The process revising means the writers learn from some feedback they got to improve their writing. When the writers do not get feedback in this stage they rewrite their result and may do some changes that they would like to make. All good writers go through several steps of revision because they want to make their writing the best it can be.

In this process, the writers try to check their writing so that the readers can understand the messages. In this final activity, the writers look again at the work, reread what they have written on it, make rearrangement, additions, and substitutions on it and rewrite it to make it readable.

2.1.3 Aspect of writing

Aspects of Writing consisted of several elements such as contents, organization, vocabulary, language use, and mechanics as well (Jacobs, 1981 as cited in Weigle, 2002. 116). It means that there are some aspects of writing. First, "Content" The meaning of the content is about the material existed in the composition such as topic, explanations, discussion, and the core of the main topic discussed. That kind of thing should be considered well for gaining a good writing result.

Second, "Organization" In this case, the organization of writing means that composing the writing text concerning the sequence of each sentence or paragraph is prominent. There should be a good organization among them.

Third, "Vocabulary" Vocabulary deals with the ability in making use of the words employed in the composition as rich as possible. The greater vocabularies used for the text, the higher opportunities for a better result will be produced.

Fourth, "Language use" Language use is all about the construction, structure as well as the components of the language applied in the written text such as grammar and the complexity of the sentence

Fifth, "Mechanics" Mechanics deals with punctuation, spelling, capitalization as well as the type of handwriting whether it is clear and illegible or not. It is important to arrange the writing mechanics well since it can affect the writing result mastering the role how to write using true mechanic will make the sentence be readable and appropriate with the meaning. Those aspects influence one another. The students have to consider about the rules of language, punctuation and spelling, case of information, and relevant to the problems or topics of writing tasks.

2.2 Languages

According to Harimurti Kridalaksana *(1985)* who stated that, *bahasa merupakan sebuah sistem suara yang memiliki sebuah makna yang dapat digunakan sebagai alat komunikasi antar kelompok terhadap manusia.* it means that, language is a system of sound that has a meaning that can be used as a means of communication between groups of humans.

2.2.1 Teenager language

According to Christina Berton (2020)

As a teen grows, they will be constantly trying to find ways to define their own personality and mark out their independence... Part of this is about setting themselves apart from their parents – and having a 'private' language between them and their friends is one way of doing this.

It means that, as a youngster develops, they will be continually attemting to discover ways to characterize their claim identity and stamp out their independence. Part of this is often almost setting them selves separated from their guardians and having a 'private' language between them and heir friends is one way to doing this.

2.2.2 Characteristic of teenager languages

According to Pariawan (2018)

Ragam bahasa remaja memiliki ciri khusus, singkat, lincah dan kreatif. Kata-kata yang digunakan cenderung pendek, sementara kata yang agak panjang akan diperpendek melalui proses morfologi atau menggantinya dengan kata yang lebih pendek seperti 'permainan diganti degan mainan, pekerjaan diganti dengan kerjaan.

It means that, the variety of teen languages has special characteristics, is short, lively and creative. The words used tend to be short, while longer words will be shortened through a morphological process or replace them with shorter words such as' play is replaced with toys, work is replaced with work.

2.3   Promotion Media

According to Lupiyoadi (2006)

Promosi merupakan salah satu variable dalambauran pemasaran yang sangat penting dilaksanakan oleh perusahaan dalam memasarkan produk jasa. Kegiatan promosi bukan saja berfungsi sebagai alat komunikasi antara perusahaan dengan konsumen, melainkan juga sebagai alat untuk mempengaruhi konsumen dalam kegiatan pembelian atau penggunaan jasa sesuai dengan keinganan dan kebutuhannya.

It means that promotion as important element in marketing that is used to inform, persuade, and remind the consumer about the products of company. By doing a promotion, the company can persuade the consumer to buy the product by giving attract information. When we put information including our product's advantages, it can attract the consumer to remind our product and buy it.

Klein (2006) 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 there are four promotion media usually used by the company. First, "Printed promotion media" Promotion throught printed media is the most common ways to promote something. This type of promotion is the easiest way to deliver by upper to button society, and also this kind of promotion is an affordable cost.

Second, "Electronic promotion media" This way of promotion has the good effect in product marketing. This kind of promotion usually used television or radio as a media to promote something but promotion using electronic media require a high budget.

Third, "Internet promotion media" This kind of promotion is the developing of the electronic media promotion. This kind of promotion usually through the media banner website or also paid advertising programs such as Google Ads and Facebook ads.

Fourth, "Product promotion media" This kind of promotion usually through a product such as bags, t-shirts, hats, etc.

2.4 Booklet

"*Booklet adalah buku kecil yang biasanya digunakan untuk menunjukan 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 Sholeh (2017) "*booklet adalah sarana periklanan yang mampu menarik banyak konsumen konsumen produktif*". It means that the booklet means of advertising that is able to attract many productive consumers. Beside that Marinditya (2017) claim that "*Booklet adalah media komunikasi dengan maksud menyampaikan 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. Efendi (2009) 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 pendahuluan, konten dan penutup. Tapi penulisannya lebih pendek dari pada sebuah buku*". It means that booklet is a book with the structure of the booklet consists of 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 biasanaya didukung oleh beberapa sponsor yang mendukung promosi produk dari perusahaan tersebut*".

Zulmi, Sholeh, and Marinditya have the same opinion that booklet is a small book to promote products. While Efendi, Arsyad and Yoeti have different opinion that booklet is guide or information book.

From the explanation above the writer can conclude 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 used as recipe books, story books.

2.4.1 The Advantages and Disadvantages of Booklet

1. Advantages

In one hand, the advantages of a booklet are argued by these two following experts. Sabetti (2011) states that there are some advantages of booklet as described below:

 a. The content of the booklet is more detailed and clear. It is because the reader can read more about the content.

 b. The cost of booklet is cheaper because booklet uses printed media when compared to using audio and visual media and audio visual.

On the other hand, Notoadjmojo (2005) cited in ilmiatin (2011) defines there are some advantages of booklets:

a. *tahan lama*

b. *biaya tidak tinggi*

c. *tidak perlu listrik*

d. *dapat dibawa kemana-mana*

e. *dapat mengungkit rasa keindahan, mempermudah pemahaman dan, meningkatkan gairah belajar.*

It means that, a booklet is cheap and easy to make, because a booklet use printed media, so the cost is cheaper than uses audio media, visual media and audio visual media. The process of making a booklet can be done at any time and adjusted to the target condition. The content of a booklet also visual (image) so that it can cause a sense of beauty and increase understanding and passion in learning, more detailed and clear, easy to understand and not cause a misperception. Besides, Perangin-angin (2013:26) 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.

2. Disadvantages

The disadvantages are also mentioned by the two experts as follow.

   a. Sabetti (2011) states that booklet have two disadvantages:

      1. A booklet is distributed limitedly, it means it cannot be distributed to all society.

      2. Thereaders' feedback cannot be informed to the author.

   b. Moreover, Notoadjmojo (2005) adds the disadvantages are:

      1. *media ini tidak dapat menstimulir efek suara dan efek gerak.*

      2. *mudah terlipat.*

   It means 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 (2014:24) there are four 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 so that images or text do not become faded or damaged. The last, a booklet will decrease the reader's interest if it is too thick.

   Booklet printing is usually done to create brochures with various forms of printed sheets that are folded. Books have always be created and designed in order to impart education and knowledge to the readers. Hence booklets are being used in various business organizations to impart information and knowledge to the customers regarding the services and products that are offered by a company. Booklet printing is undertaken be various different kinds of organization to provide information to the customers as well as the employees. They are considered to be the effective medium of communication.