

CHAPTER II

LITERATURE REVIEW

2.1 Promotion

Kenton (2019) state that Promotion is refers to activities between buyer and seller, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce by the product or use the service. It also helps to improve the public image of a company. According to Ward (2019), promotion is communicating with the public in an attempt to influence them toward buying your products or services.

In brief promotion is way to communicate the product to people, the idea is to make people aware and induce to buy the product or use the service. Promotion serves an important role in keeping people informed about every events, destination and innovations around the globe. Without promotion, it is impossible to successfully bring a new product to the word.

2.1.1 Media of Promotion

Promotion uses every possible media to get the message trough. Generally there are two kinds of media promotion than can be used in doing the promotion, namely printed media and electronic media.

According to Lad (2018), printed media is a form of advertising that uses physically printed media it uses ink printing on paper to show us images and text to disseminate information to the general public trough newspaper, magazine, flyers and booklet. Booklet gives an opportunity to the writers to spread their knowledge about a particular subject to the whole world. It includes literature, history, abstracts and many more. While Xie(2015) stated electronic media as one that can be shared on any electronic device for the audience viewing. There is a wide range of electronic media that broadcast a variety of different things like television, radio and internet.

To sum up, there are four kinds of printed advertisement such as newspaper, magazine, flyers and booklet. While for the electronic media, there are television, radio and internet.

2.2 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 a small and thin book with paper covers and typically giving information on a particular subject. While, Rustan (2009) says that a booklet as publication medium that can accommodate and share some information. In addition, Yudita (2013) states 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. According to Muslich (2007, p. 24-25) that the construct of booklet or the physical appearance of the booklet should lead the readers mind with complete and logical idea about the booklet.

According to Simamora (2009: 71), booklet is a small book, usually shaped a half letter, thin, no more than 30-sided sheets, and also contain of some pictures and texts. Similar to Maulana (2009: 174) booklet is a medium to convey messages in book form, either text or images (As cited Gustaning, 2014). So, booklet is a book with small size exactly shaped a half letter, no more 30 sided sheets, there are some texts and pictures, and the purpose is to deliver message in book form. From the function of point of view, booklet can be media alternative to give information and to promote something.

From those definitions, the writer can conclude that a booklet is a mini-sized media, have multiples pages of paper, it used to promotion as guidance and provides some information that someone needs.

2.2.1 Create a Booklet

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 (CD booklet). Some reports, including annual reports, are essentially special purpose booklets (Howard, 2014).

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

1. **Creep** occurs with booklets and other publications that use saddle-stitch binding and needs to be compensated in the design. If there is no creep allowance, when pages are trimmed the outer margins become narrower toward the center of the booklet and there is the possibility that text or images may be cut off.
2. **Creep Allowance** is a method of counteracting the creep that occurs with some booklet. If creep is noticeable, 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** 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 5.5 x 8.5 booklet on your desktop printer. For example, requires the use of imposition to print the pages in to letter size (8.5x11) sheets of paper that when assembled and folded end up with the pages in the right order for reading.
4. **Saddle-Stitched** binding is one of the most common binding methods for booklet. Saddle-Stitching or saddle-stapling or “booklet making” is common for small booklets, calendars, pocket-size address books, and some magazines. Binding with saddle-stitching creates booklets that can be opened up flat.
5. **Booklet Envelopes** are open side envelopes with small square or wallet flaps and side seams. Booklet envelopes are used not only for booklets but for brochures, catalogs, annual reports and other multi-page mailings. They work well with automatic-insertion machines.

Meanwhile, according to Chicago (2003) that Page numbering is the process of applying a sequence of numbers (or letters, or roman numerals) to the pages of a book or other document. The number itself, which may appear in various places on the page, can be referred to as a page number or as folio. It was intended for reader to find specific parts of the document and to know the size of the complete text.

According to Tatawama (2012) the most important thing to make a booklet is not too much rambling sentences. Expand to show interesting pictures with clear

statements. Layout design is also not too standard. Make it attractive and interesting, because booklet is usually kept by people longer than brochures and others. Even people save the booklet to get information later, so people can get the information from the booklet easier.

2.2.2 The Advantages and Disadvantages of Booklet

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

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

However, according to Mukhair (2012), booklets also have some disadvantages. First, booklets cannot be spread throughout the community due to the limitation of distributions. Second, the process of delivering information from booklets cannot be understood directly because the readers must read the contents of the booklets first until they get the real meaning of the contents in booklets. Meanwhile, Anderson (1994) state that there are four disadvantages of booklets. 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 is used in printing a booklet. Because printing a booklet cannot be finished in one day. Second, the price of making a booklet is expensive because in printing booklets that usually consist of photos or color images need more money or high cost. Third, many booklets contain complicated information and are too long. In booklets 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 the storage of booklets that is less noticed by users. It means that the users of 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 medium takes a long time for printing based on orders and tools that used for printing. Second, it will be more expensive to print out pictures or photos. Third, a booklet needs a good creativity to make pictures or text is not missing or damage. The last, if booklet is too thick, it will decrease the reader's interest.

2.2.3 Terms of Booklet

Suleman (1998) says that booklet is category of the line media. Based on the characteristic attached to the below, messages written on the media is guided by several criteria, as:

1. In the form of the text and images, or combination of both.
2. The word used economically.
3. Using short sentences, simple, brief, and concise.
4. Using capital letters and bold.
5. The use of letters not less than 10 pt.
6. Accordance the contents to delivered
7. Packaged interesting.

Furthermore, according to Arsyad (2008) there are six elements that must be considered when designing printed media. These elements can include consistency, format, organization, attraction, attractiveness, font size and while space.

1. Consistency

Format and space should be consistent to make a booklet looks interest and better. Lowercase and uppercase should not be combined in each word. Space between title, first line and margin should be consistent. If it is not consistent, some people consider that they are untidy and bad.

2. Format

Format usually uses single – column view because it is long paragraphs and for short paragraph, it can use twin – column. Each different are separated and labeled in order to make it easier to read and understand.

3. Organization

A booklet is arranged systematically and separated by using shape such as rectangle, oval, rounded or triangle.

4. Attractiveness

Some images or picture can be added onto the booklet and give a different touch every page, thus the reader interested and motivated to read it.

5. Font size

The font used in a booklet is usually on point per inch. For example 24 point size per inch and good font size for text is 12 point avoid capital letter on the entire text because it makes reading process becomes difficult. Capital letters are used only as needed.

6. While space

While space is the empty space which is not filled image or text with aim to give pauses to reader. While space can be shaped around the title, margin, the beginning of the paragraph, and between space or paragraphs.

2.3 Tourism Destination

According to UU No. 10 of 2009, tourism destination is a geographical area that is located in one or more regions which has tourism attractions, public facilities, tourism facilities, accessibility and also the society who always support the development of tourism destination. Meanwhile, Framke (2001) states that tourism destination is a geographical area, which contains landscape and cultural characteristics and which is in the position to offer a tourism product, which means a broad wave of facilities in transport – accommodation – food and at least one outstanding activity or experience.

Based on the opinion above, it can be concluded that in order to be called as a tourism destination in a region should have a good components and characteristic to attract the tourist.

1. Pelang Kenidai Village



Figure 2. 1Picture of Pelang Kenidai Village

Source: <https://twitter.com/genpisumsel/status/922816023551655936>

Pelang Kenidai village is one of the heritage attractions that have potential to attract the domestic and foreign visitor to come Pagaralam. Pelang Kenidai Village is an old village in Pagaralam with a story of Serunting Sakti and Si Pahit lidah. Pelang Kenidai is located in Dempo Tengah district, Pagaralam. Approximately 10 km from downtown. This village also still has inherited cultural values for example, until now there are 40 units Rumah Baghi (traditional house of Pagaralam) with Pagaralam typical carvings. A variety of traditional food of Pagaralam can also be found in this village such as ikan masak ghuas, dodol, lemang, and traditional coffee.

2. Makam Serunting Sakti



Figure 2. 2 Picture of Makam Serunting Sakti

Pelang kenidai also has a cultural attraction that is the tradition of the pilgrimage of the serunting sakti grave. Makam Serunting Sakti is located in Dempo Tengah district, Pagaralam. The tradition of pilgrimage is usually done by people who have a Nazar (promise). That people must fill several requirements such as goat, white porridge, black porridge, white chicken and yellow chicken. Besides that, this tradition must be attended by jurai tue (head of the village).

3. Camping Ground Rizal Pelang Kenidai



Figure 2. 3 Picture of Rizal Camping Ground

Camping Ground Rizal Pelang Kenidai is one of a new man-made tourism destination in Pagarlam. This camping ground is located in Dusun Pelang kenidai, Dempo Tengah distric, Pagaralam. To reach this place the visitors can use motorcycle or car, it's around 30 minutes from the center of Pagaralam city. Besides providing the concept of natural beauty, this place also has a wide spot to set up tents. In addition, there is a flow of the Lematang River which is clear and never dry so the tourists can do rafting and tubing in this place. furthermore, there are some facilities in this place such as gazebo, tent, photo spot, miniature temple, toilet, kanteen ,and parking lot.