

CHAPTER II

LITERATURE REVIEW

2.1 Definition of Booklet

According to Bly (2009), booklet is a small book that designed to educate and give the tips and also strategies for solve a problem. Booklet usually consists of 16 until 24 pages and usually booklet cover use a plain color and simple design. Meanwhile, according to Suleman (1998),

Booklet merupakan media komunikasi yang termasuk dalam kategori media lini bawah (below the line media). Sesuai sifat yang melekat pada media lini bawah, pesan yang ditulis pada media tersebut berpedoman pada beberapa kriteria yaitu: menggunakan kalimat pendek, sederhana, singkat, ringkas, menggunakan huruf besar dan tebal. Selain itu penggunaan huruf tidak kurang dari 10 pt.

Maulana in Gustaning (2014:22) states that, *booklet merupakan media untuk menyampaikan pesan-pesan dalam bentuk buku, baik berupa tulisan maupun gambar.* Meanwhile, according to Balai Pengkajian Teknologi Pertanian – BPTP Jambi (2011) booklet is a small book which has a size half quarto and thin. The name of booklet is a combination of words book and leaflet. The structure of its contents is like a book such as introduction, content, cover but the contents is simpler than a book. Holmes 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. Based on the opinion according to the experts the writer can conclude that booklet is a small book that contains writing and pictures. The name of booklet is from the combination words between book and leaflet it means that booklet is a combination of book and leaflet. Booklet also has a simple design and structures so it makes people easy to understand the contents of booklet itself.

2.1.1 How to Create a Booklet

According to French in Utami (2018) there are several steps to create a booklet:

a. 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.

b. 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.

c. 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. The content of the booklet is arranged in a systematic way such as arranging the title, subject matter, and table of contents.

d. 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.

According to Sharifyar (2019), there are two main things to create a booklet as follows.

1. The Cover

The cover of the booklet should be attractive enough to make the reader interest to open it and start to read the booklet.

2. The Content

The content of the booklet should be easy to understand too. The reader usually wants to get the main idea as fast as possible and add some pictures to make it easier to read and also easier to understand. Furthermore, the language of a booklet should be in a way that the reader can find out the main meaning. Write straightforward and avoid difficult language.

Based on the opinion of some experts above, it can be concluded that to create a booklet it should have a concepts or idea before create a booklet (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 next step is start to create the cover and the content of the booklet, it should be attractive and easy to be understand by the reader.

2.1.2 Elements of Booklet

According to Arsyad in Fauza (2017),

Ada enam elemen yang harus diperhatikan pada saat merancang teks berbasis cetakan. Enam elemen tersebut adalah konsistensi, format, organisasi, daya tarik, ukuran huruf dan penggunaan spasi.

1) Konsistensi

Format dan jarak spasi harus konsisten, jika antara baris terlalu dekat akan membuat tulisan terlihat tidak jelas pada jarak tertentu. Format dan jarak yang konsisten akan membuat booklet terlihat lebih rapi dan baik.

2) Format

Format tampilan dalam booklet menggunakan tampilan satu kolom karena paragraph yang digunakan panjang. Setiap isi materi yang

berbeda dipisahkan dan diberi label agar memudahkan untuk dibaca dan dipahami.

3) Organisasi

Booklet disusun secara sistematis dan dipisahkan dengan menggunakan kotak-kotak agar mudah untuk membaca dan memahami informasi yang ada di booklet.

4) Daya tarik

Booklet didesain dengan menarik seperti menambahkan gambar yang berhubungan dengan isi materi, sehingga memotivasi untuk terus membaca.

5) Ukuran huruf

Huruf yang digunakan dalam booklet dengan ukuran sebaiknya tidak kurang dari 11 pt. Menghindari penggunaan huruf kapital pada seluruh teks, huruf hanya digunakan sesuai dengan kebutuhan.

6) Ruang (spasi) kosong

Booklet diberi spasi kosong yang tidak berisi teks atau gambar, hal ini bertujuan memberikan kesempatan untuk beristirahat pada titik tertentu. Spasi kosong dapat berbentuk ruangan sekitar judul, batas tepi (margin), spasi antar kolom, permulaan paragraph, dan antara spasi atau antara paragraph. Untuk meningkatkan tampilan dan keterbacaan dapat menyesuaikan spasi antar baris dan menambahkan spasi antar paragraph.

2.1.3 The Advantages and Disadvantages of Booklet

Andreansyah (2015) states that booklet has an advantage and disadvantage. The advantage of booklet is the cost of booklet is cheaper than audio and visual media also audiovisual media because booklet use printed media and the disadvantage of booklet is the process of making a booklet still needs an expert to make it well.

According to Gemilang & Christiana (2016), booklet has some advantages as described below:

- a. Booklet can be learned anytime because the design of booklet is like a book.
- b. Booklet can be used for independent learning.
- c. The attractive design of booklet can make people interested in reading.

In line with the opinion above, Mintarti (2001) states, *beberapa keunggulan buklet yaitu: (1) beragam penataan (dengan foto atau gambar), (2) keseimbangan penataan formal dan informal untuk menghindari kebosanan dan (3) kesederhanaan.* Meanwhile, according to Bagaray, Wowor and Mintjelungan (2016) the advantages in using print media such a booklet can embrace many people, practical when its use because it can be used everywhere and anytime. In addition, Anderson in Gustaning (2014:37) argued that,

Booklet sebagai media cetak memiliki keterbatasan. Keterbatasan dalam media cetak yaitu: 1) Perlu waktu yang lama untuk mencetak tergantung dari pesan yang akan disampaikan dan alat yang digunakan untuk mencetak. 2) Sulit menampilkan gerak di halaman. 3) Pesan atau informasi yang terlalu banyak dan panjang akan mengurangi niat untuk membaca media tersebut. 4) Perlu perawatan yang baik agar media tersebut tidak rusak dan hilang.

2.2 Promotion

According to *Kamus Besar Bahasa Indonesia* (2019), *promosi adalah sebuah perkenalan terhadap suatu produk untuk dikembangkan menjadi sebuah bisnis seperti iklan, papan reklame, dan pariwisata.* Meanwhile, according to Zimmerer in Juliastika (2002) promotion is a kind of persuasion communication which designed to support customers about product or services and to influence them to buy a product.

Tjiptono in Ilham (2020) says that,

Promosi adalah bentuk komunikasi pemasaran artinya aktivitas pemasaran yang berupaya menyebarkan informasi, mempengaruhi/membujuk dan mengingatkan pasar sasaran atau perusahaan dan produknya agar bersedia membeli, menerima produk yang ditawarkan oleh perusahaan yang bersangkutan.

Based on the opinion of some experts above, it can be concluded that promotion is an activities in order to persuade or influence the people with some goals.

2.2.1 Kind of Promotion

Kotler and Armstrong in Pahlevi (2019) divided promotion into 5 types as follows:

1. Advertising is a form of non-personal paid presentation and promotion of ideas, product or service with certain sponsors.
2. Sales Promotion is a form of promotion which has a short term impact on increasing the purchasing of product or service.
3. Public Relations is a form of promotion which has some purposes such as to build a good relations with public or various groups in society, build a good corporate image, handle or deal with rumors and news.
4. Personal Selling is a form of personal promotion with an oral presentation which is conducted by salespeople with the aim to produce and build a relationship with customer.
5. Direct Marketing, is a form of direct relationship with an individual customer who is targeted to get an immediate response.

According to Andi (2018) states that,

Beragam media-media promosi yang dapat digunakan dalam mempromosikan suatu produk ataupun jasa yang dipasarkan. Media-media promosi yang dapat digunakan dalam mempromosikan adalah sebagai berikut;

a. Brosur adalah terbitan tidak berkala yang tidak dijilid keras, lengkap (dalam satu kali terbitan), memiliki paling sedikit 5 halaman tetapi tidak lebih dari 48 halaman, di luar perhitungan sampul.

b. Media ini biasanya memuat informasi yang lebih lengkap dibanding flyer ataupun brosur, sangat tepat untuk mempromosikan produk dengan jumlah banyak. Katalog memuat informasi yang lebih lengkap, dari informasi seputar spesifikasi produk, gambar produk, kelebihan dan keunggulan, bahkan setiap kali diinformasikan juga harga produk tersebut.

c. Pamphlet (*pamplet*) adalah semacam booklet (*buku kecil*) yang tak berjilid. Mungkin hanya terdiri dari satu lembar yang dicetak di kedua permukaannya. Penggunaan pamphlet atau leaflet umumnya dilakukan untuk pemasaran aneka produk dan juga untuk penyebaran informasi politik.

d. Booklet merupakan media komunikasi massa yang bertujuan untuk menyampaikan pesan yang bersifat promosi, anjuran, larangan-larangan kepada khalayak massa dan berbentuk cetakan.

e. Spanduk merupakan suatu media informasi dan promosi yang sering digunakan oleh para perusahaan dalam memasarkan sebuah produk, biasanya spanduk terdapat pada tepi jalan raya atau diwarung-warung. Spanduk banyak diminati oleh para perusahaan dalam memasarkan produknya, sebab harganya pembuatannya yang cenderung murah, selain itu sangat efektif dalam media promosi, tergantung desain yang pas untuk promosi produk.

2.2.2 Purpose of Promotion

According to Jonathan (2018),

Beberapa tujuan dari promosi adalah sebagai berikut:

- 1. Untuk menyebarkan informasi mengenai suatu produk (barang/ jasa) kepada masyarakat atau calon konsumen potensial.*
- 2. Untuk membantu meningkatkan angka penjualan sekaligus meningkatkan keuntungan.*
- 3. Untuk membantu mengangkat keunggulan dan membedakan suatu produk dengan produk dari pesaing.*
- 4. Untuk branding atau menciptakan citra suatu produk di mata konsumen sesuai keinginan perusahaan.*
- 5. Untuk mempengaruhi pendapat dan perilaku konsumen terhadap suatu produk.*

Simson (2016) states, *terdapat 4 tujuan dari promosi sebagai berikut: modifikasi tingkah laku konsumen, memberitahu, membujuk, dan mengingatkan konsumen terhadap produk yang kita jual.*

2.3 Tourism Destination

According to UU No. 10 of 2009,

Daerah tujuan pariwisata yang selanjutnya disebut Destinasi Pariwisata adalah kawasan geografis yang berada dalam satu atau lebih wilayah administratif yang di dalamnya terdapat daya tarik wisata, fasilitas umum, fasilitas pariwisata, aksesibilitas, serta masyarakat yang saling terkait dan melengkapi terwujudnya kepariwisataan.

Meanwhile, Hu & Ritchie in Vengesai, Mavondo, & Reisinger (2009) states that, tourism destination is a combination of destination attributes, mostly identifies several other attributes of destination attractiveness, including historic and cultural sites, tourist facilities and services. Framke in Zemla (2016) 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 a region should have a good components and characteristic to attract the tourist.

2. 4 Pagar Alam Tourism Destinations

Pagar Alam is a city with attractive and interesting tourism destinations. There are many tourism destinations in Pagar Alam which are classified into nature tourism, heritage tourism, cultural tourism, historical tourism and artificial tourism. Due to the geographical location of Pagar Alam, Mount *Dempo* known as the icon of nature tourism in Pagar Alam City. There are 6 tourism destinations near Mount *Dempo* that offers a beautiful view *Tugu Rimau*, *Mangkok Waterfall*, *Dempo Park*, *Embun Waterfall*, *Tujuh Kenangan Waterfall* and *Tangga 2001* Therefore, the writer will explain in more detail about several tourism destinations near Mount *Dempo* as follows

1. Tugu Rimau



Figure 2. 1 Tugu Rimau

Tugu Rimau was built when South Sumatera became a host of National Sports Week or people usually called PON (*Pekan Olahraga Nasional*). This monument also became a spot of paragliding during PON. Tugu Rimau was built to resemble with a statue of tiger that wearing South Sumatera traditional clothes with a torch on its hand. The name of Rimau is taken from the part of Harimau's name which commonly found in the forests of South Sumatera especially in the Pagar Alam region and its surroundings. This monument is located at an altitude of 1800 masl (meters above sea level) to reach this monument it takes about 30-45 minutes from the center of city. The best time to visit this place is in the morning because the atmosphere of this place is still cold and fresh and also the visitors can see the sunrise from this place.

2. Mangkok Waterfall (*Curup Mangkok*)



Figure 2. 2 Mangkok Waterfall

Mangkok Waterfall or Curup Mangkok one of the waterfall that located at the foot of Mount Dempo, Pagar Alam, South Sumatera. It takes time around 30 minutes from the center of the city. This waterfall also called as Curup Pancur because this waterfall flows from big rocks and on the left and right sides of this waterfall there are trees which connected to a big place like a bowl. This waterfall is quite cold, it feels like soaking in the water of the refrigerator. Around this waterfall there are colorful stones which make this place so beautiful. The road to go this waterfall is quite good but the visitors will be treated to the path up and down like we climb a mountain. The visitors should be careful with the road because there are some roads still steep.

3. Dempo Park



Figure 2. 3 Dempo Park

Dempo Park is the highest park in South Sumatera with an altitude of 1800 masl (meters above sea level). The location of this park is at the foot of Mount Dempo so it makes this park is quite cold. This park can be reach by motorcycle or car, its around 20 minutes from the center of the city. On a clear day, the background of this park is Mount Dempo. There are some spots in this park such as flower garden, playground, lodging place, outbound place, and also spot to take a picture. Access to this park is good enough because the road is quite wide. The best time to go this park is in the morning because the fog has not covered the view of this park and it is not recommended for the visitors to go to this park at night because the road still lack of street lights.

4. Embun Waterfall (Curup Embun)



Figure 2. 4 Embun Waterfall

Embun Waterfall or Curup Embun is one of the waterfalls in Pagar Alam. This waterfall is located about 2 km from the center of the city. To reach this waterfall the visitors should walk down for 10 minutes. The road is quite steep but do not worry because the manager of this waterfall has completed the footpath with an iron barrier to make easier for anyone who wants to pass through it. In general, Embun Waterfall is the highest waterfall in Pagar Alam because the height of water that falls reached 100 meters but the volume of the water is not too large. The height of this waterfall with a small volume of water becomes the unique character of this waterfall because the water that falls down will turn into dew when it reached below the waterfall. This then answers the question, why this waterfall called Embun (dew) Waterfall or Curup Embun.

5. **Tujuh Kenangan Waterfall**

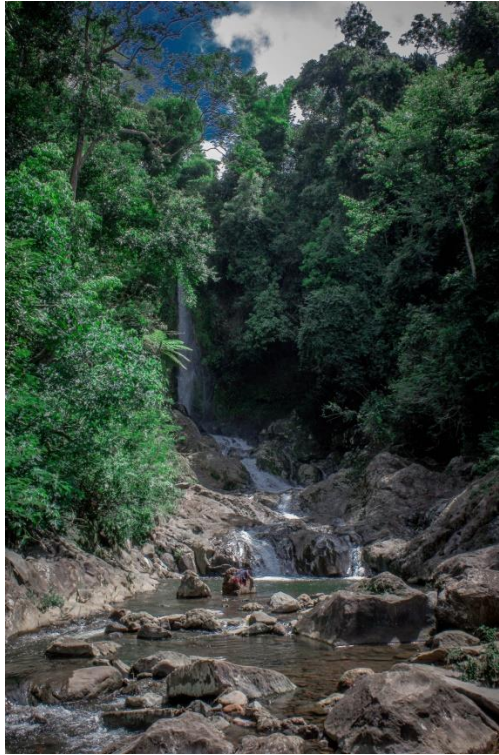


Figure 2. 5 Tujuh Kenangan Waterfall

Tujuh Kenangan Waterfall is located in Dempo Makmur, Pagar Alam Utara, Sourh Sumatera. To reach this waterfall the visitors can use motorcycle or car from Pagar Alam City about 30 minutes. At the parking lot, the visitors who come to this waterfall are welcomed by a tree house which decorated with coffee tree trunks that resembles a tree root. This waterfall exactly located behind the hill, the visitors should walk around 20 minutes through the trail. In this waterfall there are so many rocks which can be used as a natural slide. In this waterfall there are so many beautiful yellow butterflies which make this waterfall is beautiful. The best time to go to this waterfall is in the morning because the weather is still sunny so the visitors can see the beautiful view of Pagar Alam City.

6. **Tangga 2001**



Figure 2. 6 Tangga 2001

Tourism destination that becomes an icon of Pagar Alam City is Tangga 2001. This destination is located behind the Gare Hotel in Pagar Alam City. Tangga 2001 is a place that was built to remember the historic year where Pagar Alam City was officially separated from Lahat district in 2001 so the name of Tangga 2001 does not mean that the number of the stairs are 2001, it shows the year when Pagar Alam City was officially separated from Lahat district. It's not difficult to reach this place, the visitors can go to this place by motorcycle or car about 15 minutes from the center of Pagar Alam City. In this place there are flying fox and outbound place. It's better for the visitors to go to this destination in the morning because the fog has not covered the view so the view can be seen more clearly and also do not forget to bring a jacket because this place is quite cold.