

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

According to Kotler et al. (1996, in Simatupang, 2009), tourism is “a stay of one or more nights away from home for holidays, visit to friends or relatives, business conferences or any other purposes except such things as boarding education or semi-permanent employment”. In line with Kotler, World Tourism Organization also defines tourism as “an activity wherein the tourists or people who travel to and stay in places outside their usual environment for not more than one consecutive years for pleasure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.” Moreover, according to Yoeti (2008) tourist attraction is an object that can be offered to tourists that makes them want to visit certain tourist destinations. In short, tourism means an activity of travelling from one place to another place at least for one day for pleasure, business or visiting relatives. Moreover, eating, transportation, accommodation and attractions are included in tourism activity. Related to tourism attraction, Yoeti (1985) states that tourist attraction has become one of the main reasons why people visit a destination. According to Soekadijo (2000), the tourism attractions include sport facilities, entertainment places, traditional events, art exhibitions, museums, and many others. Suwanto (1997) claims one of the attractions of a tourist attraction is based on the scarcity of features or specifications.

To make the tourism attractions known by many people, promotion is needed. Marpaung and Bahar (2002) states that promotion is any effort made to adjust tourism products so that the products become more attractive, to make tourists interested in buying the products offered. They also add tourist attraction in an effort to promote tourism to make tourists interested in buying the products offered. Yoeti (1996) state that the use of promotional media in the form of films, advertisements, folders, brochures, brochures and booklets can influence tourist visits

2.2 Booklet

2.2.1 Definition of Booklets

A booklet is one of design graphic products that is included in printing category (Nasirullah, 2012). According to Maulana (2009), booklets are media to convey messages in book form, either in the form of text or images. Furthermore, Simamora (2009) state that the booklet is a combination of a leaflet and a book, which is smaller in size (half-letter), thin, no more than 30 pages, and it contains writing and pictures. Regarding the definition of booklets, Yoeti (1996) claims that booklets are almost like guidebooks, and the contents are more complete than the other forms of sales support.

In short, the definition of booklets are small-sized books that present a variety of written information about places or products with good pictures, and can be used as promotion media. The sheets of booklets are also not more than 30 two-sided sheets. As promotion media, booklets provide more information compared to other media, like brochures, flyers and posters.

2.2.2 Functions of Booklets

Booklets can be used as a promotion and advertising media whose content are more complete in providing information than the other media, such as flyers, brochures and posters (Utami, 2012). According to Maulana (2009), there are three functions of booklets:

According to Maulana (2009) there are three functions of booklet,

1. **Shaping Consumer Confidence**

The function of the booklet is to provide detailed information to consumers, so consumers believe that the products we offer are good products and fit their needs.

2. **Promotion to Friends**

By giving a booklet to our friends, then they will read it and be interested in the products offered. They will recommend it to the closest people or to other friends.

3. **No Bored Reading**

Booklets are more interesting to read because the language is easy to understand and also accompanied by good pictures so it is easier to understand.

2.2.3 Advantages and Disadvantages of Booklets

The use of booklets have several advantages. According to Gustaning (2014), as a printed medium, booklets have advantages. The booklets can be used easily or tool for self lesrning. They also have low cost that can reach all of society. They are more durable than audio and visual media. Besides, Perangin-angin (2013) claims that there are many more advantages of booklets. First, they can be learned by everyone. Second, the booklets design also has attractiveness to increase the passion to learn. Last, the booklets do not need electricity so it is easy to carry everywhere.

However, the booklets also have disadvantages. Perangin-angin (2013) states that the booklets do not have any sound effects and motion effects, and they easily folded or torn if they do not stored properly. In addition, according to Gustaning (2014) there are some disadvantages of booklets. First, the booklets take a long time for printing based on orders and tools that are used for printing. Second, the booklets need good care to make pictures or texts do not become pale and defective. The last, booklets will decrease the reader's interest if they are too thick.

2.2.4 How to Write Booklets

According to Ebo (2005), there are five ways to write a good booklets, as described below.

1. Describe your booklets in simple, straightforward, and consumer-friendly terms.
2. Describe at least 50-100 words.
3. Give readers enough information to understand what the topic is, what it is about, and if they like it—key factors in deciding whether to buy your products.
4. Use paragraph breaks, bold and italic fonts, and other structural elements like ordered lists (bullet points) to provide emphasis and highlight key aspects of your book. Short paragraphs and bulleted lists are better than a single block of text.
5. Avoid time-sensitive language, so that your description does not become outdate. For example, do not say 'latest', 'soon', 'forthcoming', or 'most recent', and do not refer to 'last year', or an author's 'next book'.

2.2.5 Procedures to Write Booklets

According to Rahayu (2014) there are some steps to write booklets. They are:

1. Use the * .doc or, * docx format
2. Use Calibri font, and with size 12 pt.
3. Picture or table description, use the Calibri letters, with a size of 9 pt, and the picture description does not use numbers.
4. The color of the black font, with text 1, is 25% lighter (this position is in a slightly gray but almost black area).
5. The distance of 1 space between paragraphs is given a distance of 6pt, and the length of writing, a maximum of 7 A4 pages.
6. Use good and correct Indonesian, easy to understand, and simple.
7. References, listed as reading material, whether sourced from an internet link (making it more accessible) or textbooks. Reading material can be quoted in writing.
8. Biography, Contains brief information of the author, including work and affiliation, and it is recommended to enter an email address.

2.2.6 Design of the Booklet

Moreover, Arsyad (1996) states that there are 6 elements that in making booklet.

1. Consistency

The format and spacing must be consistent, if the line is too close, it will make the screen visible at a certain distance. Consistent format and spacing will make the booklet look better.

2. Format

The display of format in booklet uses the appearance of one column because the paragraph used is long. Each content of different material is separated and labeled to make it easier to read and understand.

3. Organization

Booklet is arranged systematically and separated by using boxes in order that it will be easy to understand the information in a booklet.

4. Attractiveness

Adding images related to the contents of the material will motivate the readers to continue reading the booklet.

5. Font size

Avoid the use of capital letters in all texts, capital letters are only used as needed.

6. Space

The booklet is given blank space that do not contain text or image, this is intended to provide opportunities the reader to rest at certain points. An empty space can be in the form of a room around the title, margin, space between columns, paragraph start, and between spaces or between paragraphs. To improve the appearance and readability, you can adjust the spacing between lines adding spaces between paragraphs.

2.3 Griya Kain Tuan Kentang

2.3.1 Location

Griya Kain Tuan Kentang which located at Jalan Aiptu A Wahab RT 27, Lorong HMM, Tuan Kentang, Seberang Ulu 1, Palembang, South Sumatera. The location was very strategic because it was situated by the bank of Ogan River, precisely at the confluence of the Musi River and Ogan River in South Sumatera.

2.3.2 History

The name of Tuan Kentang is the name of a village on the banks of Palembang's Ogan River and said to be a Chinese merchant who once had a big business along the river mouth and was buried in the village. The gallery of Tuan Ketang was first opened on February 2017 as a fostered program from UMKM Bank Indonesia which involved about 240 fabric craftsmen. Until now, Griya Kain Tuan Kentang is often visited by tourists from various regions. Kinds of souvenir that are sold at Griya Kain Tuan Kentang there are various kind of souvenir that are sold at Griya Kain Tuan Kentang. One of them is traditional fabric from Palembang there are jumputan, kain tajung, and kain songket. Besides selling traditional fabrics, Griya Kain Tuan Kentang also sells snoter kind of souvenir such as necklace, scarf, shawl, and tablecloth. The location and building of Tuanentang Gallery can be seen in these following figures.



Sources: <http://palembang-tourism.com/berita-648-sentra-industri-kain-tradisional-palembang-tuan-kentang.html>