

CHAPTER II

LITERATURE REVIEW

This chapter explores the related literatures regarding booklet, theory in designing a booklet and Traditional Snacks from Pali.

2.1 Booklet

The definitions of booklet have been informed by some scholars. According to Simamora (2009) as cited in Gustaning (2014):

“*Buklet* (English: Booklet) adalah bukuk berukuran kecil (setengah kuarto) dan tipis, tidak lebih dari 30 lembar bolak-balik yang berisi tentang tulisan dan gambar-gambar. Istilah *buklet* berasal dari *buku* dan *leaflet* artinya media booklet merupakan perpaduan antara leaflet dan buku dengan format (ukuran) yang kecil seperti leaflet. Struktur isi booklet menyerupai buku (pendahuluan, isi, penutup), hanya saja cara penyajiannya jauh lebih singkat daripada buku”.

It means a booklet is a book that is usually used as a medium to display various products and services of a company.

Moreover, Purwanto (2008) argued that a booklet is a mass communication media that aims to convey messages that are promotional, suggestion, and prohibitions to the public, and in the form of print. Booklet is an alternative media counseling that provides effectiveness and efficiency in the results and extension process. Booklet is a good educational tool because it is easy to share, tailored to meet the needs of certain communities, it is also possible to be stored, read over and over, and shared with others as stated by Robert (2009). In other words, a booklet is a small book, no more than 30 pages, that contains pictures and writings to do promotion and to give suggestion, and also possible to be stored, read over and over, and shared with others.

2.1.2 The Advantages and Disadvantages of Booklet

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 Guni (2016) defines there are some advantages of booklets:

- a. 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.
- b. The process of making a booklet can be done at any time and adjusted to the target condition.
- c. 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.

According to Gustaning (2014:24), 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 (2013:26) claims that there are many more advantages of 7 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.

Disadvantage

The disadvantages are also mentioned by the two experts as follow. Sabetti (2011) states that booklet have two disadvantages:

1. A booklet is distributed limitedly, it means it cannot be distributed to all society.
2. The readers' feedback cannot be informed to the author.

Moreover, Notoadjmojo (2005) adds the disadvantages are:

- a. A booklet is a print media so it cannot produce sound effects and motion effects.
- b. A booklet is easy to fold because it is made of paper.
- c. A booklet brings unknown feedback because it is difficult to access the result.
- d. A booklet is less precise when used on low literacy or low literacy targets.
- e. A booklet is easy to lose if it is not kept in the safe place.
- f. A booklet is less quickly reaching the target, if used as the only technique to deliver health information to the target.
- g. A booklet cannot spread to the whole society.

Perangin-angin (2013:26) also states that a booklet does not have any sound effects and motion effects, and it is easily folded or torn if it is not stored properly. Meanwhile, according to Gustaning, (2014: 24), there are some disadvantages of booklet. 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. 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 by 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.

2.1.3 The Elements of a Booklet

Sabetti (2011) states that “*Terdapat lima elemen dalam mendesain buklet, yaitu garis, bentuk, ukuran, warna dan tekstur*”. These elements are useful to design a booklet. The cover needs to be made as attractive as possible so it can get attention of the reader at a glance, and then when the sheets are opened and table of content is read, it will raise the passion of readers to read it.

- a. Line

A line is used to separate the position between one point with another point so that it can be a curved or straight line drawing. Line is the basic element for building shape or construction design. Line is also used as a separator between the two parts of different publications or provides emphasis. For example, it use for separating the information in the books.

b. Shape

Shapes are all things that have a high diameter and width. The basic form known to people is the circle box and the triangle the category in form are letters, symbols and real shape as explained bellow:

1. Letters

Letters represented in visual (image) form which can be used to form writing as representatives of verbal language with direct visual form, such as A, B, C, etc.

2. Symbols

Symbols represented the shape of a thing simply and can be understood in general as a symbol or symbol to represent a real object such as (?, !, etc.)

3. Real shape

Real shape reflects the real condition of an object.

c. Size

Size is one of element in the design that defines the size of an object. Size contrast and emphasis on the design object.

d. Color

Color is one of important elements because it could be the identity of an images and it could explain the picture. In practice the color is divided into two: the colors caused by rays (Additive color / RGB) which is usually used on the color of lights, monitors, TV and so on, and colors made with ink or paint elements (Subtractive color / CMYK) usually used in the process of printing images onto the surface of solid objects such as paper, metal, cloth or plastic.

e. Texture

Texture is visual elements that show a sense of the surface (shades) of an object which can be presented by way of being seen or touched. For example, the impression of mirror, floor, wood, and so forth.

2.2 A Booklet Design

There are two theories on how to design a booklet as suggested by Lucidpress.blog (<https://www.lucidpress.com/pages/learn/how-to-design-booklets>) and Leornard (2014). In Lucidpress.blog, the steps are organized in the following 5 steps.

Step 1: Who is your audience?

The design and layout of the draft document for the booklet depends to a large extent on audience. For instance, working on a hobby Origami project in which case to create a poster-sized document that can be folded and creased to create a mini-booklet with just a few pages. Alternatively, creating a corporate newsletter-style booklet with a lot of text in multiple columns and with only a few images.

Step 2: Nail down the binding

The choice of binding will affect the layout of little book, and it depends on how durable the booklet to be and whether to open it up flat. Saddle stitching actually uses staples, not stitches, and is most commonly used for booklets with low page counts. It is the most durable and cost-effective option, but the pages will not open completely flat. Wire binding requires punching holes through which coils are inserted, so it has to double-check that those gutters and margins are wide enough. Like coil and spiral binding, this option is great to open the booklet up flat, or expect needing to tear out pages for some reason. Perfect binding—also called thermally activated binding—is what is usually used to bind paperbacks. While cost-effective, the downside is that a booklet bound like this will not lay flat. Perfect binding (not so perfect after all) is not quite as sturdy as other methods.

Step 3: Source image

This is the third step in creating the book outline, to know exactly how much space of graphics are going to take up on each page. But, never fear: if the image is a little too big or too small, to change the size, right-click on it and select Edit Crop or Mask from the context menu. Also, experiment with the Mask feature to create beautiful blurred backgrounds for the pages— instant custom paper. *Bing* and *The Lucidpress* interface itself have a professional tool set that not

only helps to create perfect layouts and eye-catching compositions, but can be used to insert tables, and create shape diagrams and infographics.

Step 4: Create an outline

Even though a booklet is only a small book, the little extra effort spent creating a booklet outline is well worth the time. Some templates double as layout software and an easy way to create visual mind maps of the content by experiment with colors, fonts, graphics & layouts.

Step 5: Design the pages

With so many features to offer in computer programs, they create toolboxes for the elements (e.g. text, shape, video, image or table) to add in layout and into design. All the attributes of the element give options to change an image, change the borders, fill color, shadows & opacity. Like other graphic design software—Microsoft Word and Acrobat InDesign, for example—Lucidpress follows the same UI standards for where editing features are located. For instance, right-click on an element and select a function from the context menu, like changing the layout sequence of elements. To align elements exactly, select multiple shapes, right-click and choose an alignment, such as left-aligned or centered.

Booklets usually promote one particular subject and give you detailed descriptions and information or advertising and can set your company, school or organization apart by making a positive and long lasting first impression.

In addition, according to Leonard (2014), the design of a booklet covers the steps such as:

1. The cover, It should be attractive enough for the potential readers to open it and start to read. So the first important thing in designing a booklet is its cover which needs to be attractive and illustrate the main idea as well.
2. The content, The content of a booklet should be easy to understand too. Think of people who decide to read a booklet about a disease instead of reading a large book. Why should they decide so? The reason is that they want to get the main idea as fast as possible. You can take advantage of 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 technical language.

3. The software to design booklets, There is some software to design booklets which some of them is free and some other is not. To name some, Microsoft Word, PowerPoint, Publisher, Scribus, Adobe InDesign, pages, etc. Booklet Binding Method
4. The binding,
 - a. Saddle-stitching, It is one of the popular methods because it is the most easy and cheapest method. This method uses stapler to make the booklet if possible. And it can be used for more than 40 pages depends on the paper thickness.
 - b. Perfect Binding, This methods is often use for a books. This is also known as adding a “spine”. This is ideal to use for books or catalogue with a higher page that need to be long lasting.
 - c. “Wire O” Binding/ Spiral Binding, This method is popular in the school or university. Because the hole of the papers is punch thought the document near the bound edge and held together using wire or plastic coils.

2.2.1 Using Booklets in a Variety of Reasons

There are many reasons for using booklets, but here are the top seven according to PsPrint Blog (<https://blog.psprint.com/printing/7-reasons-booklet-printing-good-business/>):

- a. To distribute valuable information to a conference or targeted group of people, like potential clients.
- b. To give clients, customers, or any passerby something physical to take home and refer to later.
- c. To show off on countertops, kiosks, or lobby rack displays.
- d. To give as gifts to family, customers, friends, or sponsors.
- e. To assist your business by creating a sales book, product or service catalog, manuals and reference materials.
- f. To help organize large groups of information in a way that is simple and visual.
- g. To market and educate clients or future clients by mailing them directly.

However, Graprint.Blog(<https://www.graprint.com/pengertian-booklet-dan-manfaatnya/>)also mention some reasons in using booklet:

1. They are easy to read

As it was mentioned earlier, booklets are short books with low number of pages. So they are easy to read. As they are to the point, a reader can find the needed information in a short time. To name the other important characteristic of booklets, we can state that they are straightforward.

2. They have a specific purpose

Generally, booklets are designed to give the readers knowledge on a specific subject such as:

- giving information on a subject like liver disease in dogs
- telling short stories
- giving instruction in something like instruction in first aid
- commercial purposes like advertising new products
- giving reports like annual report of a commercial bank booklet

3. They are easy to publish

Since they are small books with a few pages, they are easy to publish and the final cost of them is definitely less than

2.2.2 A Booklet as a Promoting Media




The completeness of the contents and very detailed information create positive consumer perceptions, with product promotions carried out by companies or services. Finally, consumers will believe that the product and the company are good. Giving a booklet to one consumer can hook other consumers. The consumer will read the booklet with friends and other closest people. When confused about choosing a product, you can consult your friends. Consumers themselves feel drawn to reading the booklet to completion. Language and the presence of excellent images makes consumers easier to understand.

Knowing the many benefits that make us understand that the use of booklets is very important for media promotion. Support for the booklet will help smooth the offline promotion.

2.3 Petaling

Petaling is kind of tree-shaped plant (*Latin: Ochanostachysamentacea*). The fruits of this petaling plant contain carbohydrates. This plant tree can reach 20 meters and have small types of fruit that are green and yellow when ripe. The age of the Petaling plant can reach 50 years. Petaling can only produce fruit after the age of 5 years. Petaling is also a type of fruit that is classified a seasonal fruit, which is once a year. Besides, the fruit from Petaling can be managed into flour. The benefits of Petaling fruit are widely used by the community as food preparations. In addition, the skin of this Petaling plant is efficacious as a stomach ache medicine (*Sitorus, 2012*). In the era of 2000. This fruit is managed by some communities to be used ass food by boiling or baking it for diet.

Table 1.Petaling Plant

		
<p><i>Picture 1. Petaling leaf</i> Source. Flickr.com</p>	<p><i>Picture 2. Petaling fruit</i> Source.flickr.com</p>	<p><i>Picture 3. Petaling plant</i> Source. Flick.com</p>

According to Kusnadi (2018) petaling tree bark can be an antibody to the body, besides the fruit of the petaling tree is able to provide healing properties for diseases such as fever and stomach ache.

2.3.1 Nutrients contained in Petaling

According to Sitorus (2012), nutrients contained in Petaling are protein, carbohydrates, and fiber.

1. Protein

The protein is beneficial for the body's immunity. Required in the formation of bones, muscles, cartilage, skin, and blood. Building, strengthening and repairing or replacing body

tissues. Making antibodies for the immune system. Important for the growth and development of children, adolescents, for pregnant women and their fetuses.

2. Carbohydrates

Carbohydrates are a source of energy for the body. When you consume carbohydrates, the body will convert it into glucose which is the body's main fuel. The body needs carbohydrates because these substances have some of the most important benefits, including energy sources, meeting healthy calorie requirements, and reducing the risk of disease.

3. Fiber

The benefits of fiber for the human body is to smooth the bowel movement, reduce cholesterol, and maintain intestinal health.

2.3.2 Petaling Flour

Petaling flour is a type of flour made from the fruit of the Petaling tree. They are processed in some stages which are boiling, drying, and then pounding using mash. The equipment used is traditional equipment. To get the best flour, the sifting process takes several times. This petaling flour can last up to 2 years without changing its taste. Petaling flour can also be processed into several types of food such as jelly, cake, and fries.

2.3.3 Snacks from Petaling Flour

There are some snacks which made of Petaling flour. They are dodol, fries, jelly, and cakes. Each of the snack will be explained in the following section.

1. Dodol

Dodol is made from Petaling flour, Coconut milk, Granulated sugar, Brown sugar, Salt, and Cooking oil. Those ingredients are processed by mixing them together in a large skillet and cooked on medium heat. After 2 hours, the dodol mixture will generally turn dark brown. At that moment the dodol mixture will boil and release air bubbles. Dodol must be stirred so that the air bubbles that are formed do not overflow out of the cauldron until the dodol is cooked and ready to be removed. The nutrition in serving size 1 piece, per serving is Energy 327 kj, 78 kcal, Fat 1,2, Saturated fat 0.649g, Unsaturated fat 0,142g, Cholesterol 0 mg, Protein 0.79g, Carbohydrates 16,29, Fiber 0.4g, Sugar 8.72g, Sodium 21mg, and Potassium 20mg.

2. Fries

Fried foods are made from Petaling flour, granulated sugar, salt,, cabbage and cooking oil. These ingredients are processed by mixing together in a large skillet and cooked over medium heat. After 10 minutes, the fried mixture will turn brownish yellow. At that time the mixture will expand and expand. the fries must be turned over so that they do not burn on one side. Fry them until ready and removed them from oil. The nutrition in serving size in one piece, per serving is Food Weight 100 gr, Energy 280 kcal, Protein 8.2 gr, Fat Content 10.2 gr, Carbohydrate 39 gr, Calcium 79 mg, Phosphorus Content 7 mg, Vitamin B1 0.08 mg.

3. Jelly

It is made from Petaling flour, granulated sugar, flavorings, and water. The ingredients are processed by mixing them together in a small-sized pan and cooked with medium heat. After boiling, pour into a bowl and then chill it in the refrigerator till hardened. The nurtrition in serving is Calorie 234 kj, Carbohydrate 14.7 g, Choline 2.2 mg, Vitamin C 0.2 mg, , Magnesium 1.3 mg, Calcium 1.5 mg, Phosphorus 1.3 mg, Sodium 6.3 mg, Potassium 11.3 mg, Flouride 15.3 mcg, Omega 3 fattty acids 0.2 mg, Omega 6 fatty acids 0.6 mg, Folate 0.4 mcg, Sugars 10.8 g, Water 6.3 g.

4. Cake

Cake is made from Petaling flour, granulated sugar, eggs, milk, fat, and ingredients. The ingredients are processed by mixing together in a medium-sized basin, mix all until the ingredients become heavy dough and begin to expand. Then pour the dough into the pan and bake in an oven at 180 Celsius in 30 minutes. The cake turns brownish yellow, remove it from the oven and allow it to cool. Cut to taste and cake ready to serve. The nutrition in serving is Calories 461 kJ, Carbohydrate 387 kJ, Fat 38.5 kJ, Protein 34.4 kJ, Vitamin A 58.5 IU, Vitamin E 0.1 mg, Vitamin K 0.1 mcg, Thiamin 0.1 mg, Riboflavin 0.1 mg, Niacin 0.7 mg, Pantothenic Acid 0.2 mg, Folate 17.9 mcg, Choline 20.9 mg, Calcium 26.6 mg, Iron 1.0 mg, Magnesium 4.2 mg, Phosphorus 52.1 mg, Potassium 37.6 mg, Sodium 92.7 mg, Manganese 0.1 mg, Zinc 0.2 mg, Cholesterol 38.8 mg, Water 11.3 g, Omega 3 Fatty acids 9.5 mg, Omega 6 Fatty acids 148 mg.

