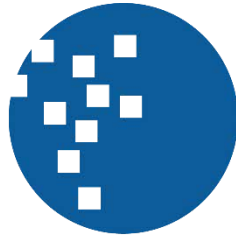


**PROMOTION DESIGN
FOR MARGAMUKTI VILLAGE**



UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA

Final Project Report

Aiko Komala

00000047947

VISUAL COMMUNICATION DESIGN STUDY PROGRAM

ARTS AND DESIGN FACULTY

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2024

**PROMOTION DESIGN
FOR MARGAMUKTI VILLAGE**



Final Project Report

Submitted as One of the Conditions for Obtaining
Bachelor of Design Degree (S.Ds.)

Aiko Komala

00000047947

VISUAL COMMUNICATION DESIGN STUDY PROGRAM
ARTS AND DESIGN FACULTY
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2024

NO PLAGIARISM STATEMENT PAGE

I, signed below,

Name : Aiko Komala

Student Number : 00000047947

Program Studi : Visual Communication Design

Design with title:

PROMOTION DESIGN FOR MARGAMUKTI VILLAGE

This is my own work, not plagiarism from scientific work written by other people, and I have stated all sources, both quoted and referenced, correctly and included them in the Bibliography.

If at a later date it is proven that fraud/irregularities are found, either in the implementation of the thesis or in writing the thesis report, I am willing to accept the consequences of being declared NOT PASSED for the Final Assignment that I have completed.

Tangerang, 19 January 2024



 - iko

(Aiko Komala)

UMM
UNIVERSITAS
MULTIMEDIA
NUSANTARA

ENDORSEMENT PAGE

Final Project with title
**PROMOTION DESIGN
FOR MARGAMUKTI VILLAGE**

By

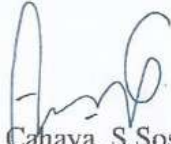
Name : Aiko Komala
Student ID : 00000047947
Study Program : Visual Communication Design
Faculty : Art and Design

It was tested on Friday, 5 January 2024
16.00 to 16.45 and stated
PASSED

With the composition of examiners as follows.

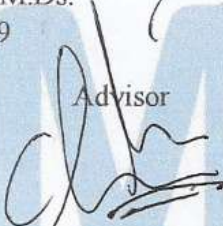
Chairperson

Examiner


Dr. Ratna Cahaya, S.Sos., M.Ds.
0324087506/E023899


M. Ady Nugeraha, M.Sn.
0313039003/E083672

Advisor


Clemens Felix Setiyawan, S.Sn. M.Hum.
0305117504/E051860

Head of the Visual Communication Design Study Program


Fonita Theresia Yoliando, S.Ds., M.A.
0311099302/E043487

**APPROVAL PAGE FOR PUBLICATION OF SCIENTIFIC
WORKS FOR ACADEMIC INTERESTS**

As an academic member of Multimedia Nusantara University, I am the undersigned:

Name : Aiko Komala
Student ID : 00000047947
Study Program : Visual Communication Design
Faculty : Art and Design
Type of Work : *~~Thesis~~/Final Project

For the sake of scientific development, I agree to grant Multimedia Nusantara University Non-exclusive Royalty-Free Rights to my scientific work entitled.

**PROMOTION DESIGN
FOR MARGAMUKTI VILLAGE**

Along with existing devices (if needed). With this Non-exclusive Royalty Free Right, Multimedia Nusantara University has the right to store, convert/transform, manage in the form of a database, maintain, and publish my final assignment as long as my name remains as the author/creator and as the Copyright owner. This statement I made is true.

UMMN

Tangerang, 19 January 2024

That state,

UNIVERSITAS
MULTIMEDIA
NUSANTARA

 - iko
(Aiko Komala)

FOREWORD

Praise be to God Almighty, the author was able to complete the design entitled Promotional Design for the Margamukti Village. This design was created with the aim of creating the final project. The author would like to thank all parties who have provided assistance and suggestions for the preparation of this draft.

To say thanks to

1. Dr. Ninok Leksono, M.A., as Chancellor of Multimedia Nusantara University.
2. Muhammad Cahya Mulya Daulay, S.Sn., M.Ds., as Dean of the Faculty of Art and Design, Multimedia Nusantara University.
3. Fonita Theresia Yoliando, S.Ds., M.A., as Chair of the Visual Communication Design Study Program at Multimedia Nusantara University.
4. Mr. Clemens Felix Setiyawan, as the first supervisor who has provided guidance, direction and motivation for the completion of this final assignment.
5. Mr. Ardiles Akyuwen, as another supervisor and counsel who has provided critiques and guidance to help the author finish the assignment well.
6. Mr. Ayi Karmat, as a resource person who has helped in collecting the data needed for Margamukti Village.
7. My family has provided material and moral support, so that the author can complete this final assignment.

Hopefully this scientific work can be useful for both authors and readers.

Tangerang, 19 January 2024


- A i k o
(Aiko Komala)

PERANCANGAN PROMOSI
UNTUK DESA WISATA MARGAMUKTI

(Aiko Komala)

ABSTRAK

Desa Margamukti merupakan desa wisata yang terletak di Kecamatan Pangalengan, Kabupaten Bandung. Desa ini terletak tidak jauh dari Kota Bandung dan terkenal dengan wisata alamnya, khususnya kebun teh dan pemandangan alamnya. Selain keindahan alamnya, lingkungan sekitar desa juga terjaga dengan baik dan mudah dijangkau. Menurut warga setempat, daya tarik utama desa ini adalah keindahan alamnya yang jarang terjamah. Hal ini disebabkan oleh kebiasaan baik masyarakat dalam melestarikannya. Namun kondisi saat ini jumlah kunjungan wisatawan masih sedikit dan upaya promosi yang minim serta tidak efektif. Oleh karena itu, solusi yang diharapkan untuk membantu masyarakat Desa Margamukti adalah dengan merancang media promosi yang dapat menarik wisatawan untuk berkunjung. Metode perancangan yang digunakan adalah metode enam fase Robin Landa yang meliputi gambaran umum, strategi, ide, desain, produksi, dan implementasi, digabung oleh strategi AISAS untuk perencanaan promosi.

Kata kunci: Promosi, Desa Wisata, Desa Margamukti

UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA

**PROMOTION DESIGN
FOR MARGAMUKTI VILLAGE**

(Aiko Komala)

ABSTRACT (English)

Margamukti Village is a tourist village located in Pengalengan Sub District in the Bandung Regency. This village is not far from the city of Bandung and is famous for its natural tourism, particularly its tea gardens and natural landscapes. In addition to its natural beauty, the surrounding village environment is also well maintained and accessible. According to local residents, the main attraction of this village is its rarely touched natural beauty. This is due to the community's good habit of preserving it. However, the current situation is that the number of tourists visiting is low and the promotional efforts are minimal and ineffective. Therefore, the envisioned solution to help the people of Margamukti Village is to design promotional media to attract tourists to visit. The design method used is the six-phase method by Robin Landa, which includes overview, strategy, idea, design, production, and implementation, combined with the AISAS strategy for the promotion plan.

Keywords: Promotion, Village Tourism, Margamukti Village

UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA

LIST OF CONTENTS

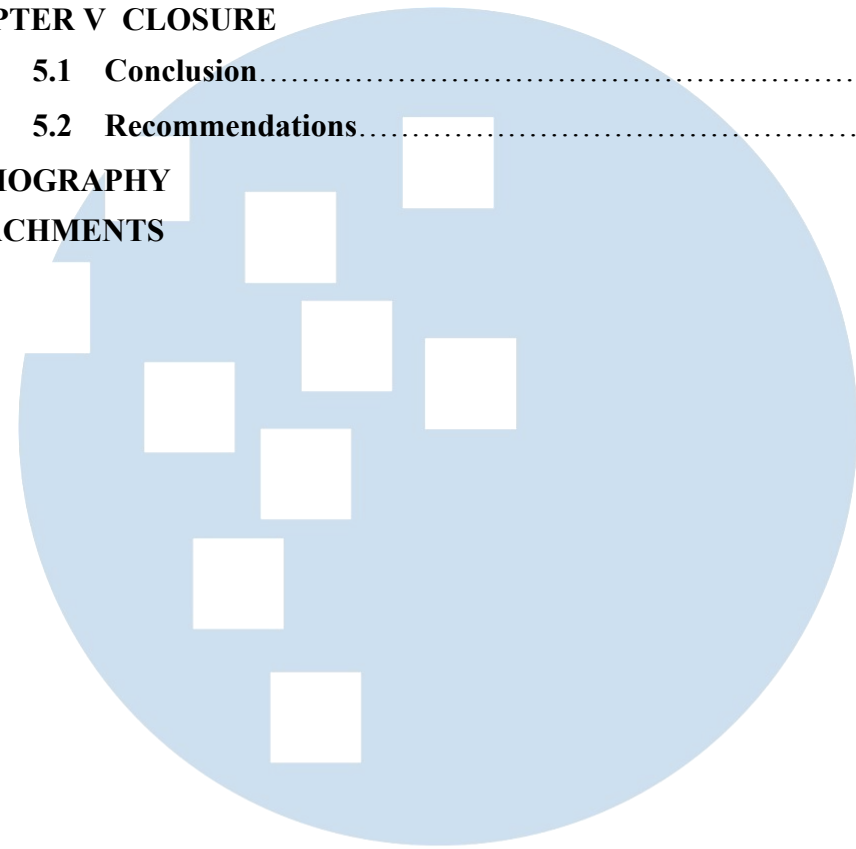
| | |
|---|-------|
| NO PLAGIARISM STATEMENT SHEET..... | ii |
| ENDORSEMENT PAGE..... | iii |
| APPROVAL PAGE FOR PUBLICATION OF SCIENTIFIC WORKS FOR ACADEMIC INTERESTS..... | iv |
| FOREWORD..... | v |
| <i>ABSTRACT (Indonesian)</i> | vi |
| ABSTRACT..... | vii |
| LIST OF CONTENTS..... | viii |
| LIST OF TABLES..... | xiii |
| LIST OF FIGURES..... | xiv |
| LIST OF ATTACHMENTS..... | xxiii |
| CHAPTER I INTRODUCTION..... | 1 |
| 1.1 Background..... | 1 |
| 1.2 Formulation of the Problem..... | 3 |
| 1.3 Scope of Problem..... | 4 |
| 1.3.1 Demographic..... | 4 |
| 1.3.2 Geographic..... | 4 |
| 1.3.3 Psychographic..... | 4 |
| 1.4 Final Project Objective..... | 4 |
| 1.5 Benefits of Final Assignment..... | 4 |
| CHAPTER II THEORETICAL BASIS..... | 6 |
| 2.1 Design..... | 3 |
| 2.1.1 Design Elements..... | 5 |
| 2.1.1.1 Line..... | 6 |
| 2.1.1.2 Shape..... | 7 |
| 2.1.1.3 Color..... | 7 |
| 2.1.2 Typography..... | 8 |
| 2.1.2.1 Typefaces..... | 8 |
| 2.1.2.2 Aspects of Typography..... | 9 |
| 2.1.3 Color Theory..... | 10 |

| | | |
|---------|-----------------------------------|----|
| 2.1.3.1 | Red..... | 10 |
| 2.1.3.2 | Orange..... | 10 |
| 2.1.3.3 | Yellow..... | 11 |
| 2.1.3.4 | Green..... | 11 |
| 2.1.3.5 | Blue..... | 11 |
| 2.1.3.6 | Black..... | 11 |
| 2.1.4 | Layout..... | 11 |
| 2.1.4.1 | Sequence..... | 12 |
| 2.1.4.2 | Emphasis..... | 12 |
| 2.1.4.3 | Balance..... | 12 |
| 2.2 | Photography..... | 12 |
| 2.2.1 | Photography Composition..... | 12 |
| 2.2.1.1 | Proportion..... | 12 |
| 2.2.1.2 | Balance..... | 13 |
| 2.2.1.3 | Line..... | 13 |
| 2.2.1.4 | Emphasis..... | 13 |
| 2.2.1.5 | Framing..... | 13 |
| 2.3 | Videography..... | 14 |
| 2.3.1 | Shot..... | 14 |
| 2.3.2 | Camera Angle..... | 14 |
| 2.3.2.1 | Bird's View..... | 15 |
| 2.3.2.2 | High Angle..... | 15 |
| 2.3.2.3 | Low Angle..... | 16 |
| 2.3.2.4 | Eye Level..... | 17 |
| 2.4 | Website Design..... | 18 |
| 2.4.1 | Web Page Anatomy..... | 18 |
| 2.4.1.1 | Grid Theory..... | 19 |
| 2.4.1.2 | Balance..... | 19 |
| 2.4.1.3 | Unity..... | 19 |
| 2.5 | Promotion Media..... | 20 |
| 2.5.1 | Promotional Media Objectives..... | 20 |

| | |
|--|----|
| 2.5.1.1 Behavioral Modification..... | 20 |
| 2.5.1.2 Provide Information..... | 20 |
| 2.5.1.3 Persuade..... | 21 |
| 2.5.1.4 Remind..... | 21 |
| 2.5.2 Types of Promotional Media..... | 21 |
| 2.5.2.1 Print Media..... | 21 |
| 2.5.2.2 Electronic Media..... | 22 |
| 2.5.2.3 Outdoor Media..... | 22 |
| 2.5.2.4 Bottom Line Media..... | 22 |
| 2.5.2.5 Online Media..... | 22 |
| 2.6 Travel and Tourism..... | 23 |
| 2.6.1 Tourism Attraction..... | 23 |
| 2.6.1.1 Attraction..... | 23 |
| 2.6.1.2 Accessibility..... | 23 |
| 2.6.1.3 Amenity..... | 24 |
| 2.6.1.4 Ancillaries..... | 24 |
| 2.7 Village Tourism..... | 24 |
| 2.8 Margamukti Tourism Village..... | 25 |
| CHAPTER III RESEARCH AND DESIGN METHODS | 26 |
| 3.1 Types of Research..... | 26 |
| 3.1.1 Qualitative Methods..... | 26 |
| 3.1.1.1 Observation..... | 26 |
| 3.1.1.2 Interview..... | 33 |
| 3.1.1.3 Existing Study..... | 36 |
| 3.1.1.4 Reference Study..... | 42 |
| 3.1.1.5 Conclusion of Qualitative Method..... | 46 |
| 3.1.2 Quantitative Methods..... | 46 |
| 3.1.2.1 Questionnaire..... | 47 |
| 3.2 Design Methodology..... | 50 |
| 3.2.1 Overview..... | 50 |

| | | |
|--|--|-----------|
| 3.1.2 | Strategy..... | 51 |
| 3.1.3 | Ideas..... | 51 |
| 3.1.4 | Design..... | 51 |
| 3.1.5 | Production..... | 51 |
| 3.1.6 | Implementation..... | 52 |
| CHAPTER IV DESIGN STRATEGY AND ANALYSIS | | 53 |
| 4.1 | Design Strategy..... | 53 |
| 4.1.1 | Overview..... | 53 |
| 4.1.2 | Strategy..... | 54 |
| 4.1.3 | Ideas..... | 59 |
| 4.1.3.1 | Brainstorming..... | 59 |
| 4.1.3.2 | Keywords and Big Ideas..... | 61 |
| 4.1.3.3 | Concept..... | 61 |
| 4.1.4 | Design..... | 62 |
| 4.1.4.1 | Moodboard..... | 62 |
| 4.1.3.2 | Typography..... | 65 |
| 4.1.3.3 | Color..... | 66 |
| 4.1.3.4 | Visual Elements..... | 67 |
| 4.1.5 | Production..... | 70 |
| 4.1.5.1 | Attention and Interest Stage..... | 70 |
| 4.1.5.2 | Search Stage..... | 79 |
| 4.1.5.3 | Action Stage..... | 96 |
| 4.1.5.4 | Share Stage..... | 99 |
| 4.1.6 | Implementation..... | 100 |
| 4.2 | Design Analysis..... | 101 |
| 4.2.1 | Attention and Interest Stage Analysis..... | 101 |
| 4.2.2 | Search Stage Analysis..... | 108 |
| 4.2.3 | Action Stage Analysis..... | 117 |
| 4.2.4 | Share Stage Analysis..... | 118 |
| 4.3 | Budgeting..... | 125 |

| | |
|----------------------------------|-------|
| CHAPTER V CLOSURE | 127 |
| 5.1 Conclusion | 127 |
| 5.2 Recommendations | 128 |
| BIBLIOGRAPHY | xix |
| ATTACHMENTS | xxiii |



UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA

LIST OF TABLES

| | |
|---|----|
| Table 3.1 Diagram of Respondent's Interest in Nature Tourism..... | 51 |
| Table 3.2 Diagram of Respondent's Knowledge about the Village..... | 51 |
| Table 3.3 Diagram of Respondent's Knowledge about the Village's Promotion... | 52 |
| Table 3.4 Respondent's Interest Diagram of Media Promotion..... | 52 |
| Table 3.5 Respondent's Interest Diagram of Information to be put in the Media.. | 53 |
| Table 4.1 User Journey Map..... | 58 |
| Table 4.2 Consumer Journey..... | 59 |
| Table 4.3 AISAS Media Plan and Messages Stages..... | 60 |
| Table 4.4 Media Plan Timeline for AISAS Stages | 61 |
| Table 4.5 Mind Map..... | 63 |

UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA

LIST OF FIGURES

| | |
|---|----|
| Figure 2.1. Line..... | 7 |
| Figure 2.2. Shape..... | 7 |
| Figure 2.3. Color..... | 8 |
| Figure 2.4. Bird's View..... | 16 |
| Figure 2.5. High Angle..... | 17 |
| Figure 2.6 Low Angle..... | 17 |
| Figure 2.7 Eye Level..... | 18 |
| Figure 3.1 Trip to Margamukti Village..... | 26 |
| Figure 3.2 Tea Gardens at Margamukti Village..... | 29 |
| Figure 3.3 Landscape View and Sunset at Margamukti Village..... | 29 |
| Figure 3.4 Pengabdi Setan Filming House..... | 30 |
| Figure 3.5 WWF Camping Grounds and Pine Tree Forest..... | 31 |
| Figure 3.6 Cinyiruan Landscape View..... | 32 |
| Figure 3.7 Interview with Nailah..... | 33 |
| Figure 3.8 Interview with Hafidz..... | 34 |
| Figure 3.9 Interview with Nadia..... | 35 |
| Figure 3.10 Interview with Ayi..... | 36 |
| Figure 3.11 Screenshot of the Margamukti Village Website..... | 37 |
| Figure 3.12 Screenshot of the Margamukti Village Instagram..... | 38 |
| Figure 3.13 Screenshot of the Cibiru Wetan Village Website..... | 39 |
| Figure 3.14 Screenshot of the Cibiru Wetan Village Instagram..... | 40 |
| Figure 3.15 Screenshot of the Pujon Kidul Village Website..... | 41 |
| Figure 3.16 Screenshot of the Pujon Kidul Village Instagram..... | 41 |
| Figure 3.17 Screenshot of the Wonderful Indonesia Website..... | 43 |
| Figure 3.18 Screenshot of the Wonderful Indonesia Instagram..... | 43 |
| Figure 3.19 Screenshot of the Grand Forest Metsovo Website..... | 45 |
| Figure 3.20 Screenshot of the Grand Forest Metsovo Instagram..... | 45 |

| | |
|--|----|
| Figure 4.1 Adventure Moodboard..... | 62 |
| Figure 4.2 Peace Moodboard..... | 63 |
| Figure 4.3 Natural Moodboard..... | 64 |
| Figure 4.4 Expression Moodboard..... | 64 |
| Figure 4.5 PP Woodland Font Headline..... | 65 |
| Figure 4.6 Lexend Font Body Text..... | 66 |
| Figure 4.7 Primary Color Palette..... | 67 |
| Figure 4.8 Secondary Color Palette..... | 67 |
| Figure 4.9 Margamukti Village Tourist Area Photo Assets..... | 68 |
| Figure 4.10 Model Photo Processing for Visuals..... | 68 |
| Figure 4.11 Paintbrush Stroke Asset for Visuals..... | 69 |
| Figure 4.12 Pine Tree Asset for Visuals..... | 70 |
| Figure 4.13 Rough Sketch of Poster Visuals..... | 71 |
| Figure 4.14 Poster Visual Development..... | 72 |
| Figure 4.15 Digital Poster..... | 72 |
| Figure 4.16 Instagram Posts for Attention Stage..... | 73 |
| Figure 4.17 Bus Stop Advertisement..... | 74 |
| Figure 4.18 Storyboard Margamukti Promotional Video..... | 75 |
| Figure 4.19 Voiceover Margamukti Promotional Video..... | 76 |
| Figure 4.20 Production Phase Margamukti Promotional Video..... | 77 |
| Figure 4.21 Margamukti Promotional Video Editing Process..... | 78 |
| Figure 4.22 Final Margamukti Promotional Video..... | 79 |
| Figure 4.23 Website Plan..... | 80 |
| Figure 4.24 Website FlowChart..... | 81 |
| Figure 4.25 Website Sketch..... | 82 |
| Figure 4.26 Website Landing Page..... | 83 |
| Figure 4.27 Website Village Profile 1..... | 83 |
| Figure 4.28 Website Village About Page..... | 84 |
| Figure 4.29 Website Places to Visit Page..... | 85 |
| Figure 4.30 Website Contact Page..... | 86 |
| Figure 4.31 Website Accommodations and Food Page..... | 86 |

| | |
|--|-----|
| Figure 4.32 Final Website Result..... | 88 |
| Figure 4.33 Final News Page Website..... | 89 |
| Figure 4.34 Final News Page Website..... | 90 |
| Figure 4.35 Final Each Places to Visit Page Website..... | 91 |
| Figure 4.36 Instagram Post Content Planning..... | 92 |
| Figure 4.37 First Row of Instagram Posts..... | 92 |
| Figure 4.38 Second Row of Instagram Posts..... | 93 |
| Figure 4.39 Third Row of Instagram Posts..... | 94 |
| Figure 4.40 Unique Facts Instagram Post Design..... | 94 |
| Figure 4.41 Fourth Row of Instagram Posts..... | 95 |
| Figure 4.42 Final Rows of Instagram Posts..... | 95 |
| Figure 4.43 Rough Sketch of the Brochure..... | 97 |
| Figure 4.44 Digital Process of the Brochure..... | 98 |
| Figure 4.45 Digital Brochure Final Result..... | 99 |
| Figure 4.46 Final Digital Poster..... | 102 |
| Figure 4.47 Placement of digital posters on billboards and street posters..... | 103 |
| Figure 4.48 Placement of an alternative of key visual on buses..... | 104 |
| Figure 4.49 Placement of key visual on bus stop advertisement..... | 105 |
| Figure 4.50 Final Color Grading in Promotional Video..... | 106 |
| Figure 4.51 Frame in the Promotional Video..... | 107 |
| Figure 4.52 Promotional Video in Website..... | 107 |
| Figure 4.53 Promotional Video in Social Media Platforms..... | 108 |
| Figure 4.54 Maps Button on Navigation Section..... | 109 |
| Figure 4.55 See More Button on Places to Visit Section..... | 110 |
| Figure 4.56 Margamukti Village Website Landing Page 1..... | 110 |
| Figure 4.57 Margamukti Village Website Landing Page 2..... | 111 |
| Figure 4.58 Margamukti Village Website Footer..... | 112 |
| Figure 4.59 Final Website Result..... | 113 |
| Figure 4.60 Desktop Website's Appearance..... | 114 |
| Figure 4.61 Final Rows of Instagram Post..... | 115 |

| | |
|--|-----|
| Figure 4.62 Margamukti Instagram Posts Mockup..... | 116 |
| Figure 4.63 Digital Brochure Final Result..... | 117 |
| Figure 4.64 Digital Brochure Mockup..... | 118 |
| Figure 4.65 Margamukti Flask Mockup..... | 119 |
| Figure 4.66 Margamukti Bucket Hat Mockup..... | 120 |
| Figure 4.67 Margamukti travel soap bottles mockup..... | 121 |
| Figure 4.68 Margamukti sketchbook and pen mockup..... | 122 |
| Figure 4.69 Margamukti stitchable badge mockup..... | 123 |
| Figure 4.70 Margamukti Shirt Mockup..... | 124 |

UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA

LIST OF ATTACHMENTS

| | |
|--|---------|
| Attachment 1.1 Guidance Card Attachment..... | xxiii |
| Attachment 1.2 Guidance Documentation..... | xxiii |
| Attachment 1.3 Turnitin Report..... | xxviii |
| Attachment 1.4 Questionnaire Result..... | xxix |
| Attachment 1.5 Alpha Test Attachment..... | xxxi |
| Attachment 1.6 Beta Test Attachment..... | xxxviii |
| Attachment 1.7 Interview Transcript..... | xxxiv |



UMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA