

CHAPTER I

INTRODUCTION

1.1 Background

Administratively, Margamukti Village is situated in the Pangalengan Sub District, falling under the jurisdiction of the Bandung Regency in West Java Province, Indonesia. The village shares its borders with Pangalengan Village to the north and Kertasari Village to the east. Geographically, Margamukti Village is located at an approximate altitude of ± 1200 meters above sea level. Temperature records from the Pangalengan District office indicate a range of 13°C to 25°C , with the area experiencing 121 days of rain annually and a rainfall rate of 2300 mm per year. The topography of Margamukti Village is characterized by undulating hills and mountainous terrain within the Pangalengan District.

Margamukti Village boasts a range of well-maintained sites and facilities that contribute to its vibrant tourism and local economy. Notable attractions within the village include the WWF camping grounds, a serene pine tree forest, expansive tea gardens and plantations, the famous Pengabdi Setan Filming House, and a captivating viewpoint offering scenic vistas. Complementing its tourism sector, Margamukti Village hosts a diverse Micro, Small, and Medium Enterprises (UMKM) sector. This includes a variety of food offerings sourced directly from the village plantations, showcasing the rich culinary diversity of the area.

Margamukti Village holds significant tourism potential, yet its allure remains lesser-known to those beyond the immediate region and even internationally. The lack of effective promotion on social media platforms and information on their village website, coupled with limited engagement on Instagram and insufficient information on the village's tourism attractions, has contributed to this relative obscurity. To harness the full potential of this hidden gem, there is a pressing need for more strategic promotion. By enhancing the village's online presence, particularly on popular platforms like Instagram, and by

providing comprehensive information on the website regarding its diverse tourism offerings, Margamukti Village can attract a broader audience. This increased visibility is crucial for driving higher visitor numbers, ultimately leading to the upliftment of the village community's welfare.

The utilization of promotional media serves multiple purposes, primarily streamlining the introduction of tourism products to potential visitors. In the context of Margamukti Village, the term "tourist product" refers to the various attractions within the village. This encompasses a range of strategies, including the redesign of the village's website, creation of digital posters, status updates, and the compilation of comprehensive tourist guides. These promotional materials can then be effectively disseminated on a popular social media platform such as Instagram. Additionally, promotional videos can be crafted to provide engaging visual content, offering a virtual tour of the village's attractions. By leveraging these diverse promotional media channels, Margamukti Village can effectively showcase its tourism offerings, attracting a wider audience and ultimately boosting visitor numbers.

Promotion of Margamukti Village should be done on Instagram because Indonesia is the largest Instagram user community in Asia Pacific with the number of active users reaching 45 million people out of a total global user of 700 million people. Instagram is not only used as a means of satisfying entertainment needs, apart from being a social media that is in great demand, Instagram is also a social media that has great opportunities for promoting businesses (Puspitarini & Nuraeni, 2019).

According to Rangkuti (2009), promotion plays a very important role in communicating a tourist attraction so that it is known to the public and ultimately attracts tourists to visit. If Margamukti Village is promoted as a whole, many people from Bandung and outside the city will be interested in visiting the Margamukti Village tourist attraction. This tourism activity indirectly helps the regional economy so that it has a positive impact on the community itself, such as

stimulating the community's economy, popularizing the location, and improving tourism facilities (Farizi, 2021).

It's commendable that Margamukti Tourism Village has made efforts to promote one of its tourism sites, the Pengabdi Setan Filming House. However, a potential challenge has emerged, as visitors might primarily associate the village with this specific site, overlooking the other attractions within the village. This presents a significant concern, as Margamukti Village boasts multiple tourism sites that also deserve attention and visitors.

To address this, a more comprehensive and holistic approach to promotion could be considered. Efforts should be made to showcase the diversity of attractions in Margamukti Village, creating promotional materials and campaigns that highlight not only the Pengabdi Setan Filming House but also other noteworthy sites such as the WWF camping grounds, pine tree forest, tea gardens, and the viewpoint. By providing a more well-rounded portrayal of the village's offerings, there's a greater chance of attracting visitors who are interested in exploring the entirety of what Margamukti Village has to offer.

Given the urgency and the potential positive impacts on the local community and the environment, implementing a promotional campaign for Margamukti Village is crucial. A comprehensive promotional design is needed for Margamukti Village's tourist attractions. The goal is to enhance the local economy and contribute to the improvement of facilities within the village.

1.2 Formulation of the Problem

From the existing background, the formulation of this design problem is how to design the promotion for Margamukti Village?

1.3 Scope of the Problem

The limitations of the problems that exist in designing the promotion are as follows:

1.3.1 Demographic

- a. Age : 20-30 years

This age range was chosen because at this age are Generation Z and Millennials who are tourists who become a large market share in traveling (Sari, 2017).

- b. Gender : Men and Women
- c. Nationality : Indonesian
- d. SES : A - B
- e. Minimal Education : High School

1.3.2 Geographic

City: Jabodetabek

1.3.3 Psychographic

- a. Young tourists who want to vacation in a cool natural atmosphere
- b. Interested in nature
- c. Interested in animals

1.4 Final Project Objective

Designing promotions for Margamukti Village Tourism Village.

1.5 Benefits of Final Assignment

The benefits of designing this research are as follows:

1) Benefits for the Author

The benefit for the author is to gain experience and knowledge in promoting Margamukti Tourism Village by applying knowledge that has

been learned during college. Then to complete the requirements for obtaining a bachelor's degree in design at Multimedia Nusantara University.

2) Benefits for Others

The benefit for other people is that it becomes an added knowledge for them and the public regarding the existence of the Margamukti Tourism Village and ultimately have a positive impact on Margamukti Village with bringing in tourists.

3) Benefits for the University

The benefit for the university is that it becomes a source of references for students regarding promotional design and Margamukti Tourism Village, or even for those who take up the topic of promotional media.

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