

CHAPTER III

RESEARCH AND DESIGN METHOD

3.1 Types of Research

In designing this promotion, the initial step is to choose the type of method to use. Each designer's method will be different according to their needs. This time a mixed research method will be used. Mixed research is a procedure for collecting, analyzing and mixing quantitative and qualitative methods in a study or series of studies to understand research problems (Creswell, 2017: 1088).

3.1.1 Qualitative Methods

According to Sugiyono (2013:9) qualitative research method is a method used to examine the natural condition of an object in which the researcher is the key instrument. Then, Sugiyono (2013: 14) stated that quantitative methods are methods that are based on the philosophy of positivism. The method used to research a particular population or sample. Apart from that, in a design, researchers will need a data collection technique. There are 3 data collection techniques, namely observation, interviews, followed by existing studies and reference studies. Several experts explain the above technique as follows:

3.1.1.1 Observation

According to Riduwan (2013:30), observation is making direct observations of the research object so that you can closely see the activities being carried out. In this research the observation of the Margamukti Village tourism sites and facilities will be done. Observations were conducted on 16 September 2023, by visiting the location directly at Margamukti, Pangalengan. This observation was carried out with the aim of directly observing the environmental conditions at Margamukti. Additionally, it was also to observe distinctive natural aspects that could serve as inspiration for the design.



Figure 3.1 Trip to Margamukti Village

Various documentation, including the landscapes, the environment, and other natural forms, was collected for reference in the design asset. The total entrance fee to the tourism sites varied from 10,000 to 15,000 rupiah. Visitors to the tourism sites range from children to the elderly. Most visitors did their tours independently or with a group of friends. Their ages range from 20-30 years old.

The trip to Margamukti Village from the city of Bandung is divided into two options, namely using private vehicles and public transportation. Using private vehicles you will be directed to Soreang then to Banjaran via the Pasteur toll road. Meanwhile, using public transportation, visitors will take an Elf Van to the Margamukti Village from various stations in Bandung, namely Leuwipanjang terminal, Banjaran terminal or the Dayeuhkolot gas station. In either means of transportation, from Bandung it will be an estimated 2-hour journey and the public transportation costs around 20 to 30 thousand rupiah.

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1. Natural Conditions of the Village

The Kertamanah tea gardens was the main natural landscape the visitors will see as they arrive in the village. The tea gardens could be accessed easily by foot and with no additional ticketing fee. The temperature in the village has an average of 15 degrees celsius.



Figure 3.2 Tea Gardens at Margamukti Village

The tea gardens had a vantage point in which visitors could overlook the village from on top of a hill. The road to the tea gardens is paved with cement and stair access to go down to the tea gardens. The receding water conditions facilitate the exploration of the area, allowing access to the tea gardens.

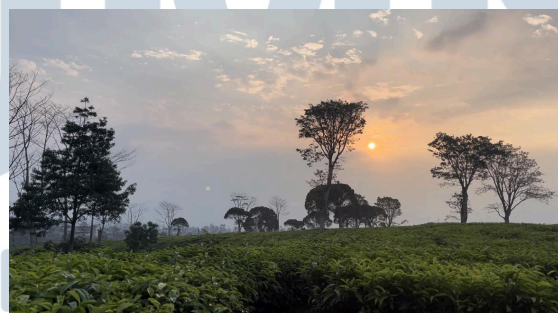


Figure 3.3 Landscape View and Sunset at Margamukti Village

2. Pengabdi Setan House

The exploration to the Pengabdi Setan House is conducted to observe and document the filming house of the movie “Pengabdi Setan.” The Pengabdi Setan house is situated on the right side after passing through the entrance gate or directly across from the Kertamanah Deer Park. The Pengabdi Setan filming house is located in the center of the village around 5 minutes from the Kertamanah Tea Gardens. The film's set remained well-maintained and clean. Occasional workers who would dress-up as ghost characters would come, and visitors could take pictures.

Inside this Pengabdi Setan House, there is a security guard and a guide who explains the history of the house. The author also conducted an interview with him. He mentioned that the house is an old house owned by the Dutch people in the 1800's. He explained that this house is safe, just that the visitor's need to be aware of the surroundings. The house is also surrounded with other old Dutch-style houses.



Figure 3.4 Pengabdi Setan Filming House

3. WWF Camping Grounds and Pine Tree Forest

The Pine Tree Forest is situated in the same location as the WWF Camping Grounds. The area is positioned around 15 minutes from the center of the village, or the Pengabdi Setan House. This Pine Tree Forest serves as the center of the WWF Camping Ground. The visitors here are

usually people from around the area or Bandung ages 20-35 both alone or with their family and friends. Visitors here bring their own camping gear and they only have to pay for the ticketing fee which is 5,000 rupiah.



Figure 3.5 WWF Camping Grounds and Pine Tree Forest

The Wayang Windu Landscape View is a panoramic view of the Pangalengan region, and is located 10 minutes from the Pine Tree Forest. This destination is also commonly referred to as the Wayang Windu Mountain Bike Park. From this elevated vantage point, visitors would see the rolling hills, tea plantations, and distant mountains. The entrance fee of Rp10,000 and a parking fee of Rp3,000 for two-wheelers, while Rp5,000 for cars. Wayang Windu Panenjoan is located at an altitude of 1,600 meters above sea level. The Wayang Windu Mountain Bike Park also offers a bike trail, allowing travelers to use this tourist destination for mountain biking with a trail length of approximately 15 km.

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Figure 3.6 Cinyiruan Landscape View

The proximity of these diverse attractions are all within a mere 10-minute journey from each other and easily accessible by well-maintained roads. To travel to all of the tourism sites in one day will be in the duration of under 3 hours, including leisure time in each of the tourism sites. The well-maintained paths and trash-free surroundings preserve the village's natural beauty. The local UMKM sector offers a variety of small eateries and food stalls offering a taste of local flavors, featuring dishes sourced directly from the village plantations like banana crackers, cassava chips and coffee to highlight the Margamukti Village's natural resources.

3.1.1.2 Interview

According to Riduwan (2013:29), interviews are a data collection method to obtain information obtained directly from the source. In this study, interviews were conducted with the secretary of the village board, one villager, one villager who works in the village and three visitors of the village to obtain data regarding community conditions and tourism in Margamukti Village.

1) Interview with a Visitor of Margamukti Village

An interview with a visitor of Margamukti Village was conducted on September 18, 2023 during lunch time. The visitor's name is Nailah

Hafizha, a student currently undergoing her bachelor's degree and she came to the village from Bandung city with the reason of getting away for vacation. At first, Nailah knew about this village from her family and friends and has visited this village twice. She stated that she loved visiting the Tea Gardens and she thinks that the Tea Gardens is one of the more iconic sites in the village. She stated that she has rarely seen any promotion in social media about the Margamukti Village and that there needs to be more social media awareness about this tourism village. When asked what kind of media promotion she thinks is the most effective in promoting a tourism village, she stated that the most effective social media to spread awareness is a short video, infographic, and Instagram Reels.



Figure 3.7 Interview with Nailah as a visitor at the Margamukti Tourism Village

2) Interview with a Visitor of Margamukti Village

An interview with another visitor of Margamukti Village was conducted on September 18, 2023 at noon. The visitor's name is Hafidz Rizqi Afnan Hidayat, also a student currently undergoing his bachelor's degree. He came originally from Bandung and his purpose for visiting the village is to visit his friend who lives here. This is his third time visiting

this village. His favorite part of the village is how natural the landscape is. He said that personally, the purpose of him coming to this village other than visiting his friend is also because he gets tired of looking at buildings in cities all the time, and looking at the greenery here is refreshing. He stated that the only way he knew about this village was from his friend, and that he only knew about the Pengabdi Setan filming house. Therefore he concluded that more promotion is needed to showcase the beauty of the village itself. He also stated that the most effective media to spread awareness is social media and the internet, especially through websites and Instagram.



Figure 3.8 Interview with Hafidz as a visitor at the Margamukti Tourism Village

3) Interview with a Resident of the Village

An interview with a resident of the Village was conducted on September 18, 2023 at dinner time. The local's name is Nadia, she currently works as a contractor in a company in the village called Star Energy, which is also a tourism site that deals with Geothermal energy. Nadia said the income received previously really depends on the visits of tourists who come to Margamukti Village. However, because there is joint development with the private sector, Nadia has more stable income. Nadia stated that people previously worked as farmers. Until several tourist areas

were built in the village, many people felt the impact of the economy by participating as a small business owner. According to her the promotion through banners and other offline promotions are more than enough, meanwhile, the online promotion on the website and social media is in scarcity. Due to the lack of online promotion and social media presence, the village is facing a steady downfall in tourists, and therefore affecting the local villagers and small local business owners. Due to this, according to Nadia, local villagers tend to look down on opening or owning a small local business.



Figure 3.9 Interview with Nadia as a resident and worker at the Margamukti Tourism Village

4) Interview with the Secretary of the Village Board

An interview with the Secretary of the Village (Ayi Karmat) was conducted on September 19, 2023 in the morning. Ayi said that Margamukti Village has the status of a tourist village and also has the status of an independent village. The main thing is that it is rich in natural, untouched greenery and landscape and is currently conceptualizing a tour to explore the village by also mingling with the community. The community works as farmers with approximately 90% of the total population, the rest are there who own small businesses as a result of their farming, tour guides and those who work in the Star Energy companies. The internet network is also on most of the areas of Margamukti Village.

He also mentioned that tourism in Margamukti Village really helps the economy of the locals in the village, especially during big holidays. He stated that the hope from the village board is that by promoting the village, the outcome would be to optimize community empowerment. He saw the result of visitors, people who used to be unemployed, now have jobs as tour guides, gift shop owners near the tourist sites, or homestay owners.



Figure 3.10 Interview with the Secretary of the Village Board Ayi Karmat (far left)

3.1.1.3 Existing Study

The Existing Study was conducted with the aim of examining and comparing promotional strategies employed by similar competitors. The purpose was to gather references that would inform the design of promotional activities. This comparative analysis focused on online observations conducted through the examination of competitors' websites and Instagram media. By exploring and understanding the promotional landscape in the digital sphere, the study aimed to identify effective practices and innovative approaches that could be integrated into the design of future promotional campaigns.

1) Margamukti Village

The website display of the Margamukti Village tourism site serves as the primary focus in designing this promotion. The visual aesthetics of

the website are characterized as less attractive, evident in the rigid layout and design. The website's presentation appears to lack a visually engaging and dynamic interface, potentially impacting the overall user experience. This observation underscores the importance of enhancing the design elements and layout to create a more appealing and user-friendly online presence for the tourism site.

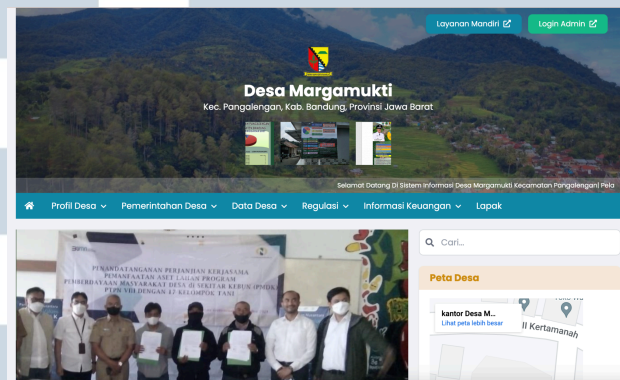


Figure 3.12 Screenshot of the Margamukti Village Website

Source: screenshot of <http://margamukti.desa.id/>, (2023)

There is no distinct theme to be seen in the website. The layout of the website is very rigid and it doesn't represent a tourism village. The user interface is easy to understand for several informations about the village, but the information on the main page doesn't give any information about the tourist sites in the village. There are 6 toolbar menus with village profile, village board, village data, regulation, monetary information and stall. In the section the bottom of the website contains contact and the village income information. The website is also not well maintained, when users try to access the information regarding the potential of the village, the website goes into an error page.

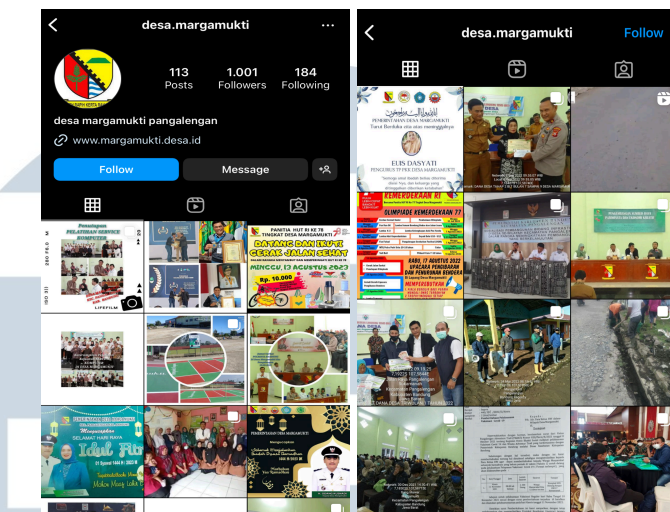


Figure 3.13 Screenshot of the Margamukti Village Instagram

Source: screenshot of @desa.margamukti Instagram page, (2023)

The Instagram display associated with Margamukti Village predominantly showcases the activities and events of the village board and local community rather than highlighting the tourism sites. There is a noticeable absence of pictures or posts featuring the tourism attractions, as well as the natural beauty and landscapes of the village. A more balanced and comprehensive representation on social media could effectively attract and engage a broader audience interested in exploring the village's tourism offerings.

2) Cibiru Wetan Village

Cibiru Wetan Village means the eastern part of Cibiru Village. The name Cibiru itself is taken from the name of a tree, namely "Blue Tree" which is said to have grown in a place which is now located in the village. From the roots of the Blue tree springs out water which can be utilized by local and surrounding communities. Cibiru Wetan is a tourist village. The picture below is a display on the Cibiru Wetan Village tourist website. The user interface on this website is easy to use, understandable, by containing tour package content, photo galleries, and a brief explanation about Cibiru

Wetan Village. Most importantly, the website obviously shows the tourism aspect of this village and it is not rigid. This website is dominantly white and blue. There are 7 menu toolbars, namely home, about, tour package, gallery, article and contact.

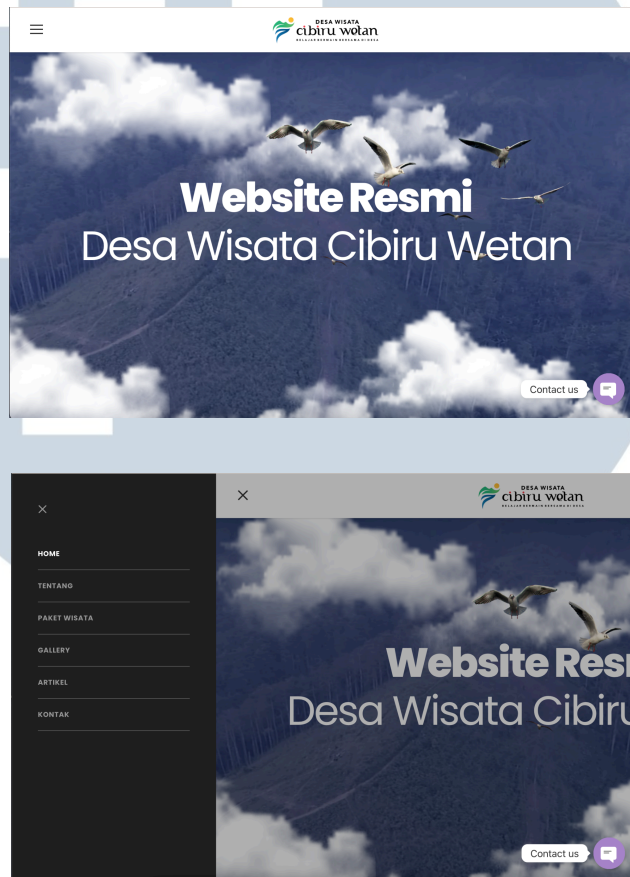


Figure 3.14 Screenshot of the Cibiru Wetan Village Website

Source: screenshot of <https://www.desawisata-cibiruwetan.com/>, (2023)

The Instagram display serves information about the several facilities and tourism sites, but the photos are quite repetitive and unclear. The feed description contains promotion on specific things to do for tourists in the village.

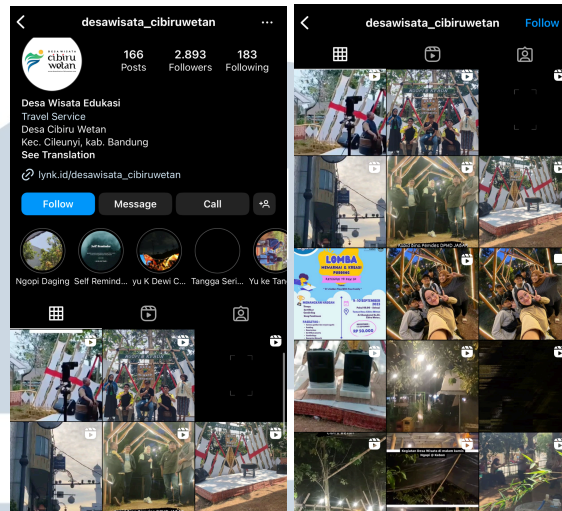


Figure 3.15 Screenshot of the Cibiru Wetan Village Instagram

Source: screenshot of @desawisata_cibiruwetan Instagram page, (2023)

3) Pujon Kidul Village

Pujon Kidul Village is one of the villages in Malang Regency. Pujon Kidul Village, as located in Pujon District, is a highland area characterized by hills and mountains. The user interface on this website shown below is easy to use, understandable, by clearly displaying the tourism aspect of the village, photo galleries, and a brief explanation about Pujon Kidul Village. The website also feels very modern looking with the choices of the serif fonts and brighter colors used for the background. There are 9 menu toolbars, namely home, profile, superior products, tourism potential, village-owned enterprises, news, photos, videos and contact.

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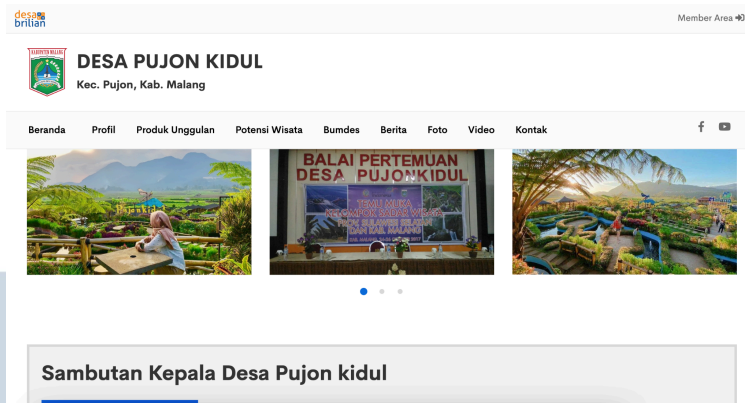


Figure 3.16 Screenshot of the Pujon Kidul Village Website

Source: screenshot of <https://www.desapujonkidul.id/>, (2023)

The Instagram display serves very clear information about the several facilities and tourism sites, the photos and videos are attractive to see as it has a uniformed tone of colors. The feed description contains promotion on specific things to do for tourists in the village.

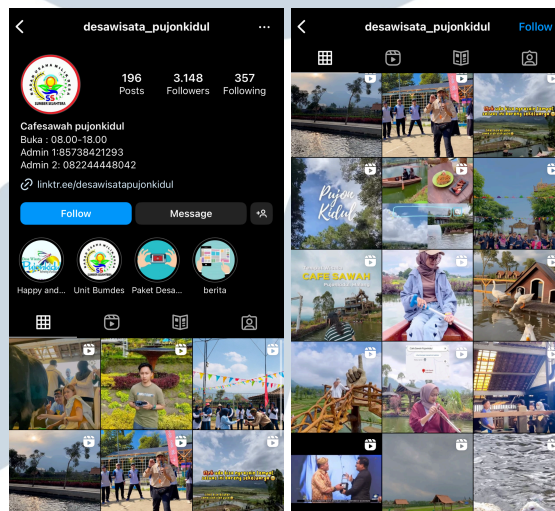


Figure 3.17 Screenshot of the Pujon Kidul Village Instagram

Source: screenshot of @desawisata_pujonkidul Instagram page, (2023)

3.1.1.5 Reference Study

The reference study is carried out by examining another tourism site known for capturing the attention of target audiences, particularly through visual appeal. Two selected references for this study were the Wonderful Indonesia website and Instagram. This platform, initiated by the government, serves as a promotional program showcasing various destinations to both domestic and international tourists. The second reference was the website design of Grand Forest Metsovo, a 5-star mountain hotel in Greece, recognized for its exemplary approach to tourism website design.

1) Wonderful Indonesia

Based on the official Wonderful Indonesia website, Pesona Indonesia is an Indonesian tourism campaign launched by the Indonesian Ministry of Tourism and Creative Economy to promote tourist attractions in Indonesia. Therefore, Wonderful Indonesia's vision is to promote several tourist attractions in Indonesia. Wonderful Indonesia's website has several excellences, namely their destination highlight section at the middle of the web page layout. This makes it clear when users want to search effectively about destinations in their respective cities they are going to. Wonderful Indonesia carries out promotions with various intelligent strategies. Wonderful Indonesia's followers have now reached 1 million on Instagram. This shows that Wonderful Indonesia succeeded in attracting the attention of consumers from various sides. Promotional media used by Wonderful Indonesia include Instagram and the website. Apart from that, Wonderful Indonesia also uses billboards and short videos, which integrate with other public spaces like the Cinema.

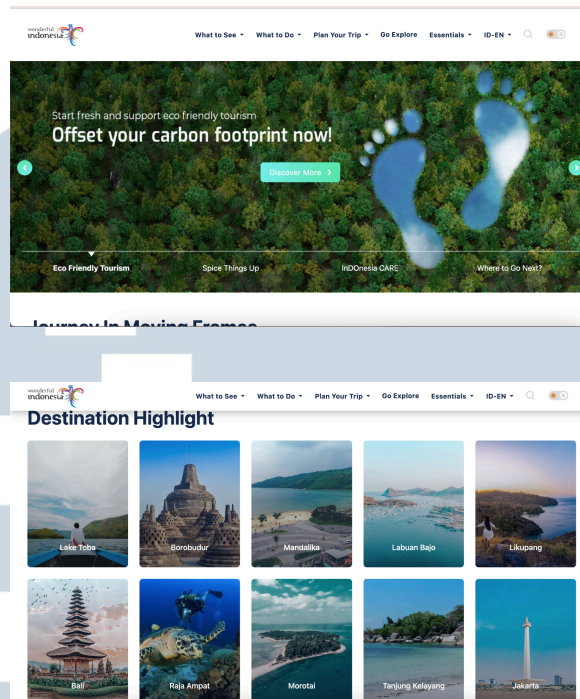


Figure 3.18 Screenshot of the Wonderful Indonesia Website

Source: screenshot of <https://www.indonesia.travel/id/en/home>, (2023)

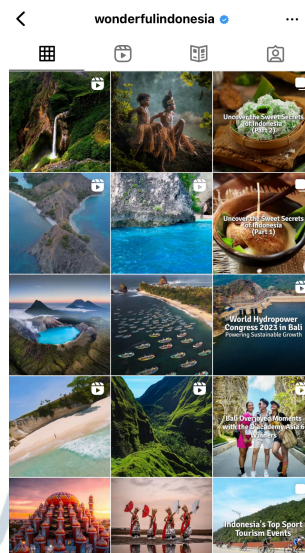


Figure 3.19 Screenshot of the Wonderful Indonesia Instagram

Source: screenshot of @wonderfulindonesia page, (2023)

2) Grand Forest Metsovo

Based on the official Grand Forest Metsovo website, it's a hotel that combines the beautiful natural landscape with exceptional accommodation and impeccable service. Since 20 years ago, the hotel has since become a world-class destination. Grand Forest Metsovo comprises 62 opulent suites, set on the fringe of a black pine forest, on top of a private mountain deep in the rugged region of Epirus, in north-western Greece. Grand Forest Metsovo has several excellences, apart from its very sleek and aligned design and calming colors used, the website provides very clear information with displays of each landscape site that the tourists can visit. The website also features a full-screen background video on the homepage that rotates clips every few seconds and just about every page on the site includes a very large header photo.

Visually, in various media, Grand Forest Metsovo is very consistent and draws from its use of color and calming and natural visual style. Grand Forest uses more photos included in the design and accompanied by simple typography. The Grand Forest logo is also not always used clearly so it gives more of a soft selling impression. The photography work posted on the website and Instagram also looks very organized neat so it is more eye-catching.

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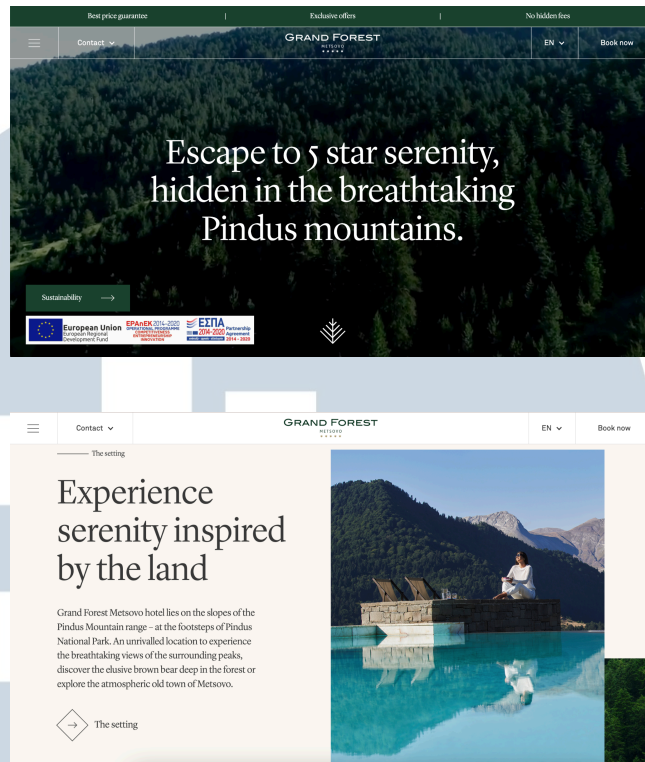


Figure 3.20 Screenshot of the Grand Forest Metsovo Website

Source: screenshot of <https://www.grand-forest.gr/>, (2023)

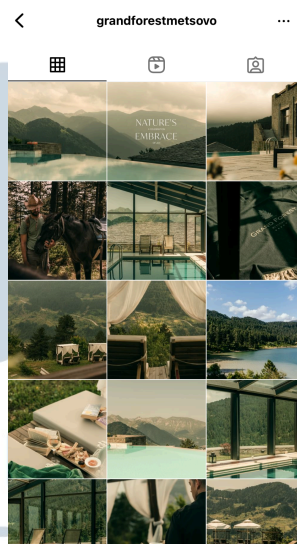


Figure 3.21 Screenshot of the Grand Forest Metsovo Instagram

Source: screenshot of @grandforestmetsovo on Instagram, (2023)

3.1.1.6 Conclusion of the Qualitative Method

Margamukti Village as a tourism village with a strong tourist potential, natural landscape and great facilities, is still unknown by most people outside of the surrounding areas. The increase of tourism in Margamukti can be a solution in the community's empowerment and the village's income. Apart from that, small businesses could also benefit from this solution. This could improve the village's facilities and advance the village.

Based on observation and comparison with competitors, media for promotion is currently not yet widespread broadly and inconsistently. The promotions that have existed like the website and Instagram communicate an ineffective promotional message and therefore the few visitors who come to the village only know the village from mouth to mouth. Apart from that, the Instagram page held by the Margamukti Village Board does not interact with many followers so as not to attract consumers to visit Margamukti Village. With few followers, information and promos, what was promoted also became less widespread. For promoting tourism, it is more appropriate to use videos and photos of the beauty of the natural landscape in the village. In today's digital era, social media can be one of the most influential platforms to gain tourism. This can also be applied by Margamukti Village in designing promotions. Therefore, based on the whole method qualitative research that has been done, it can be concluded that the design of the Margamukti Tourism Village promotional campaign is a suitable solution.

3.1.2 Quantitative Methods

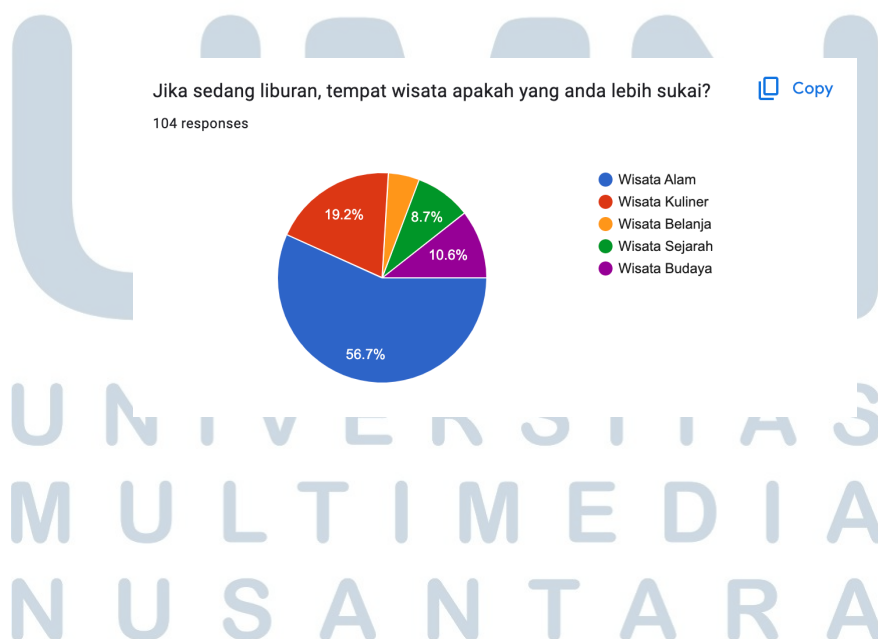
Cresswell (2017, p. 41) explains the Quantitative method as a measurable method by testing objective theories to a variable. This method is usually done with media to be measurable and clear to get statistical

results. This method is used here to learn about a particular group of people, known as a sample population of the target audience.

3.1.2.1 Questionnaire

A mixed type of questionnaire was used on the target audience aged 20-30 years by asking questions and statements that have been determined in the questionnaire. This matter was carried out to determine the knowledge of people in the Jabodetabek area about the Margamukti Village and also to the extent of understanding and audience interest regarding Margamukti Village tourism.

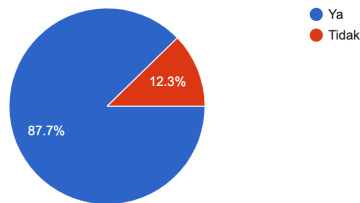
The following data has been obtained through a Google questionnaire form in the customer behavior section found that respondents on average, they really like natural tourism with a percentage of 56.7%, that 87.7% of respondents said that natural beauty is one of the factors of attractiveness in a tourism village and that when given a choice of which type of destination the respondent's would rather pick when on holiday, 56.7% said nature tourism.



Keindahan alam dan keanekaragaman budaya yang khas apakah menjadi daya tarik tersendiri dari sebuah Desa Wisata?

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106 responses



Jika sedang liburan, tempat wisata apakah yang anda lebih sukai?

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104 responses

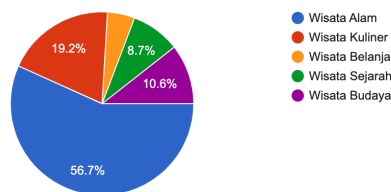


Table 3.1 Diagram of Respondents' Interest in Nature Tourism

source: Google form screenshot, (2023)

Then, the next question is to ask about the knowledge about Margamukti Village, and the results show that 78.3% of the respondents have never heard of Margamukti Village.

Apakah anda mengetahui tentang Desa Wisata Margamukti?

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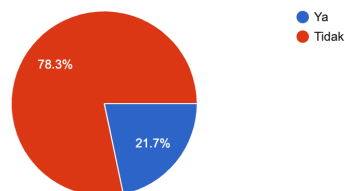


Table 3.2 Diagram of Respondents' Knowledge about Margamukti Village

source: Google form screenshot, (2023)

Then, the next question is about the promotion regarding the Margamukti Village, and the results show that 78.3% of the respondents said that the promotion of Margamukti Village has not yet been effectively delivered.

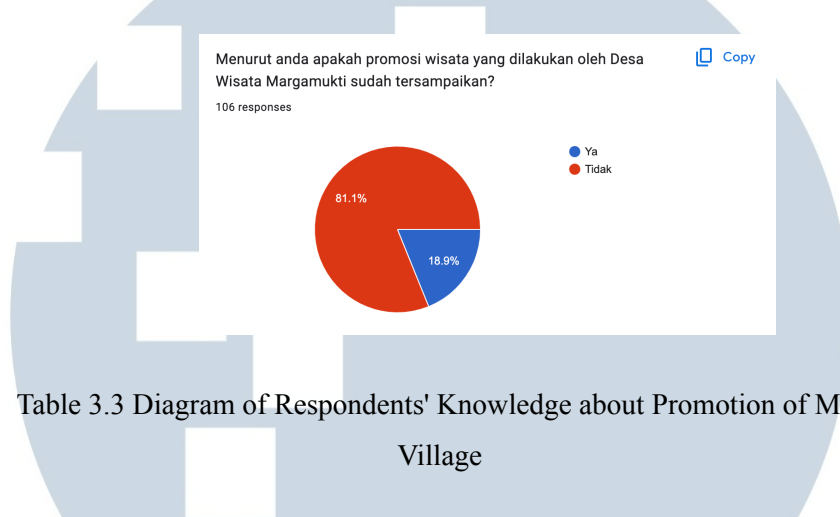


Table 3.3 Diagram of Respondents' Knowledge about Promotion of Margamukti Village

source: Google form screenshot, (2023)

Furthermore, the next question also asked about the interest of certain social media used by respondents to search about tourism with results. The highest is Instagram reels as digital media and video as conventional media.

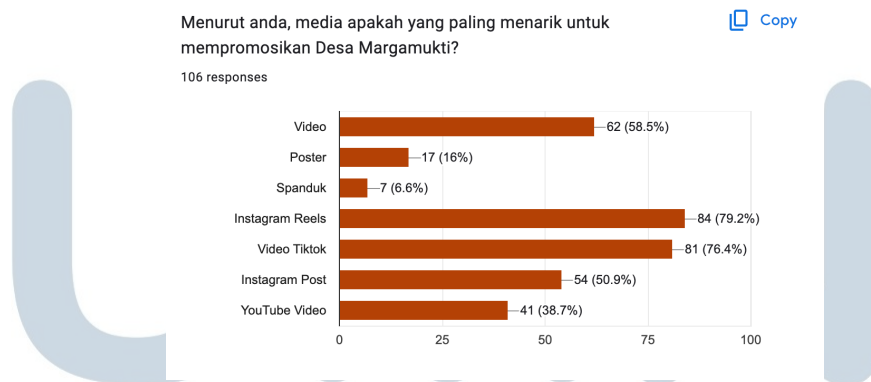


Table 3.4 Respondent's Interest Diagram of Media Promotion

source: Google form screenshot, (2023)

Then, the question also asked about the type of information to be put in the promotional media to find out what audience's want to see in a promotion about

Margamukti Village. Mostly, the audience wanted to see what activities visitors could do in the Margamukti Village, then followed by the facilities in the village.

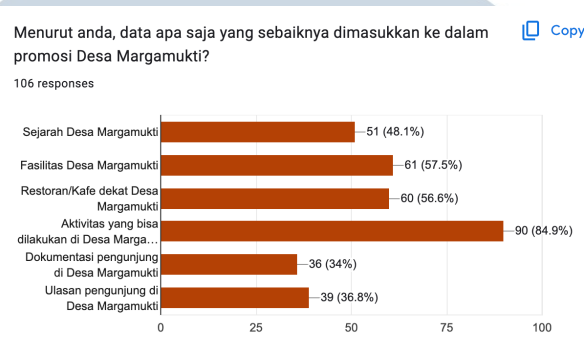


Table 3.5 Respondent’s Interest Diagram of Information to be put in the Media

source: Google form screenshot, (2023)

3.2 Design Methodology

In crafting this particular promotion, Robin Landa's six-phase method is employed, outlined in her book "Advertising by Design." The rationale behind this approach is to systematically guide the design process through a series of well-defined stages. This method provides a structured framework to ensure a comprehensive and strategic design process for the promotion at hand.

3.2.1 Overview

The overview stage is the introduction stage to Margamukti Village tourism by collecting data and information. This stage will face potential audiences, Margamukti Village board’s Secretary, Margamukti Village community, and secondary data that can be a source of information during promotional design. Observations and interviews carried out with the aim of understanding more deeply about tourism in Margamukti Village, to find out the latest conditions and advantages it has. Questionnaires were distributed to find out public knowledge about the existence of

Margamukti Village tourism. Existing and reference study is carried out in order to become learning material and as a source of reference for design.

3.2.2 Strategy

The strategy stage is carried out by analyzing all the data that has been collected from the overview stage. From this analysis, the next step would be to design strategies to become guidelines in the promotional planning. In this case, it will convey the strategy of new communication according to the type of problem.

3.2.3 Ideas

During this stage, ideas will be synthesized derived from previously developed strategies into a cohesive creative brief. The process involves collaborative brainstorming, aided by techniques such as mind mapping, identifying keywords, and conceptualizing big ideas. This creative brief serves as a blueprint, encapsulating the key elements and innovative concepts that will shape the promotional design, ensuring a strategic and imaginative foundation for the upcoming phases.

3.2.4 Design

After the idea has been formulated, internal development is carried out in visual form with the characteristics of Margamukti Village tourism. This stage starts with determining the moodboard, color choices, typeface, etc. The visual elements which then become several key alternatives visuals that can represent solutions for Margamukti Village tourism.

3.2.5 Production

During the production stage, the execution of the key visual elements of the promotional plan will be done, translating them into a tangible design format tailored to the chosen media, whether it be print or digital. This phase involves the actual creation of visual assets, ensuring

that they align with the overall design concept and are optimized for the specific characteristics of the selected media channels.

3.2.6 Implementation

During the implementation stage, the design is brought to life and integrated into the selected media channels, guided by the insights and input gathered from the target audience. This phase is crucial for transforming the conceptualized promotional plan into tangible, engaging content that resonates with the intended viewers.

A large, light blue watermark logo of Universitas Multimedia Nusantara (UMMN) is centered on the page. It features a stylized 'U' composed of several white squares arranged in a grid pattern, set against a light blue circular background.

UMMN

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