

Media Promotion Design of Lombok Tourism

Rudy Farid C. P*, Ni Putu Kessha Bidari Cinanta, Djoko Roespinoedji

DKV Faculty, Widyatama University, Indonesia

*rudy.farid@widyatama.ac.id

ABSTRACT

Tourism development in Lombok is currently being intensified by the West Nusa Tenggara regional government. This is carried out as a recovery program due to the phenomenon of natural disasters, an earthquake that occurred at the end of 2018. Insan Pariwisata Indonesia (IPI) are one of the organizations that are active in efforts to improve the tourism sector in Lombok. One of the things that IPI will do is to introduce several new tourist destinations in Lombok. Broadly speaking, Lombok is one of the areas that relies on tourist destinations for the livelihood of its people. Providing information about these tourist destinations to the audience requires a certain approach in order for the communication to be effective. For this reason, a design is necessary to convey a communicative message. This design uses research methods including literature study methods, interview methods, survey / observation methods and documentation. This design uses visual concepts with supporting techniques to achieve communication goals, such as photography, videography, and other design elements. The design is applied to various media according to the target audience, including social media, videography, websites, photo booths, and postcards. In this design, it is hoped that all promotional media can be used effectively and reach the target audience so that they can increase efforts to increase the Lombok tourism sector.

Keywords

Tourism, tourist destinations, media, promotion

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Introduction

Indonesia is a country that has a lot of natural resources. Consisting thousands of islands making Indonesia the largest archipelago in the world. That is what makes Indonesia has a special attraction for other nations, especially for tourists. One of the islands in Indonesia that is being highlighted by tourists is the island of Lombok.

Lombok is one of the new destinations besides Bali which has received great attention from the government. The island, which is located in the east of Bali, has a variety of unspoiled tourism potential, from hills, mountains, to beaches that are no less beautiful. However, some time ago, the island of Lombok experienced a decline in the number of tourists due to the phenomenon of natural disasters which was a major blow to Indonesia's tourism sector.

The tourism sector is one of the sources of income for the people of Lombok. If a problem occurs in the tourism sector in Lombok, automatically people's income will also be affected. Over time, Lombok tourism has begun to be developed by the government because it is seen as potential as one of Indonesia's leading tourist destinations. The

plan to build a world-class Moto GP circuit is evidence of local governments in developing and restoring Lombok's tourism sector.

Judging from the latest tourism conditions and with various types of potential tourist destinations in Lombok, the author sees an opportunity that can be used to contribute to developing the Lombok tourism sector. An effort is needed to introduce new tourist destinations as a breath of fresh air amidst Lombok's declining tourism conditions. If these tourist destinations are packaged and developed properly and professionally, Lombok will become a leading tourism area. One form of tourism development is designing a promotional media.

The tourist destination criteria that will be raised in the design of this tourism promotion media are tourist destinations that are still natural and quiet. Destinations like this were chosen because over time the conditions of several tourist destinations in Lombok have changed in terms of facilities such as restaurants, malls, and other public places built by investors so that these destinations are no longer comfortable to enjoy because of the large amount of human intervention. People also need

new recreational places so that they don't get bored, being in unspoiled tourist spots can provide a relaxing and refreshing effect on the body.

This design promotes 4 new tourist destinations, including Bukit Merese, Goa Sumur, Sari Goang and Bukit Buwun Mas. These places were chosen because they meet the criteria previously mentioned, the aim is to provide new tourist experiences for visitors, as well as to introduce tourism in Lombok which is no less beautiful and able to compete with other leading tourist destinations in Indonesia, therefore it requires a variety of - various forms of promotional media that are creative, communicative and efficient to socialize new tourist destinations in Lombok.

One of the institutions that supports the design of this promotional media is Insan Pariwisata Indonesia (IPI). IPI is an organization that has been formed in eight provinces in Indonesia, one of which is West Nusa Tenggara. IPI membership is a cross-profession, such as travel agents, hotels, restaurants, souvenir centers, tour guides, drivers, entertainment venues, and other community members who care about the world of tourism. The benefits obtained by IPI with this promotion design are the existence and public recognition as a tourism organization in West Nusa Tenggara. Judging from the membership which consists of various professions in the tourism sector, IPI can also simultaneously sell tour packages through this promotional activity.

Literature Review

Promotion

Promotion is a way to communicate a product. This activity is carried out to inform a product in the form of goods or services. Promotion does not only stop at the informing stage, but also differentiates products from one another. Promotions are carried out to increase the profit from a product.

A good promotion is a promotion that is able to persuade or encourage someone to a specific goal. These objectives can vary. At the first time of promotion, promotion is intended so that people know and are interested in using a certain product. But in the next promotion, promotion aims to

maintain consumer loyalty among other products. In order to be able to persuade and encourage someone for a specific goal, the right media to reach the desired target audience is needed.

Promotion Function

According to Terence A. Shimp (2000), promotion has five very important functions for a company. The five functions are:

1) Provide information

Promotion makes consumers aware of new products, educates them about the features and benefits of the brand, and facilitates the creation of the image of a company that produces a product or service. Promotion represents another valuable information role, for both the advertised brand and its consumers, by teaching the new benefits of existing brands.

2) Persuading

Good promotional or advertising media are able to persuade customers to try the products and services offered. Sometimes persuasion takes the form of influencing primary demand, that is, creating demand for an entire product category. More often, promotion seeks to build secondary demand, demand for a specific company brand.

3) Reminding

Advertising keeps the company's brand fresh in the minds of consumers. When a need arises in relation to the products and services advertised, the impact of past promotions allows the advertiser's brand to appear in the minds of consumers. Advertising is further demonstrated to influence brand switching by alerting consumers who have not recently purchased brands that are available and contain beneficial attributes.

4) Adding Value

There are three basic ways in which companies can add value to their offerings, innovate, improve quality, or change consumer perceptions. The three components of added value are completely independent. Effective promotion causes a brand to be seen as more elegant, more stylish, more prestigious, and can be superior to competitors' offerings.

5) Assisting

Other endeavors and advertising firms are another means of promotion. Promotion helps sales representatives. Advertisements oversee the sales process of the company's products and provide a valuable introduction to the salesperson before making personal contact with prospective customers. If the above functions are aimed more at consumers, then actually the promotion function also has a goal to win the competition in the world of marketing or promotion is to use Public Relations properly (Terence A. Shimp, 2000).

Promotion Purpose

There are several things that are the goal of the promotion, such as:

1. Inform

Usually can be seen when offering a new product. Through promotion, a product can be informed about everything that the audience needs to know, especially the benefits and uses of the product.

2. Persuade

Many advertisements appear with slogans and attractive visuals in order to attract the audience to use the product. The appearance of advertisements both from visuals, sounds, and verbal words is expected to be able to change the perception of the audience and accept the product.

3. Reminding

This is important so that this product can be remembered by the audience for a long time and get no less attention than other new products that have sprung up and become competitors. Because of the many functions and purposes, there are various kinds of promotional media that can be used.

2.2 Media

The word media comes from Latin such as *medius* which means middle, intermediary or introduction. The word *media*, is the plural form of the word "medium".

Etymologically, it means an intermediary or an introduction. The Big Knowledge Dictionary (in Dagon, 2006) *media* is an intermediary / liaison that lies between two parties, or means of communication such as newspapers, magazines, radio, television, films, posters, and banners.

According to Arsyad (2002), media are all forms of intermediaries used by humans to convey or spread ideas, ideas or opinions, so that the ideas, ideas or opinions expressed reach the intended recipient. In the context of the world of education, Gerlach and Ely (in Arsyad, 2002) reveal that the media are broadly human, material, or events that build conditions that enable students to acquire knowledge, skills, or attitudes. In this sense, teachers, textbooks, and the school environment are media. More specifically, the meaning of media in the learning process tends to be defined as graphic, photographic, or electronic tools.

From the explanations above, it can be concluded that the media is a tool for conveying information to the recipient and anything that can be used to transmit messages from sender to receiver so that it can stimulate thoughts, feelings, attention for effective and efficient communication.

The media is divided into two types such as Above the Line (ATL) top line media and Below the Line (BTL) lower line media. Types of media below the line are:

- 1) Leaflet: advertising media in the form of a sheet which is made rigid, so that it is not easily folded and torn.
- 2) Poster: composition of images and letters on paper which is usually A3 size affixed to the wall.
- 3) X-banner: advertising media mounted vertically on the floor and an X-shaped support behind it.
- 4) Folder: a fairly large, foldable sheet of paper printout be like a book.
- 5) Brochure: usually folded literature, usually contains company information, sales information.
- 6) Broadsheet: a sheet of paper that has been printed as big as one tabloid page size.
- 7) Catalog: a type of brochure that explains, and sometimes is supplemented with illustrations of various images of the products offered and their prices.
- 8) Stationery: Pens, official letters, and stamps.
- 9) Flag chain: advertising media in the form of small flags hanging from the ceiling using ropes.
- 10) Woobler: bottom line advertising material in the form of round paper containing promo information for a product.

- 11) Shelf talker: bottom line advertising media in the form of paper which is usually tucked into the product shelf.
- 12) Floor display: a place to display products Based on the description above, it can be concluded that advertising is all forms of messages that provide information about products, goods, services or ideas to the target audience through all communication media, both printed and electronic media (<https://enggiagarcia.wordpress.com/2012/02/03/media-above-the-line-and-media-below-the-line/>).

Methodology

Target Market and Communication Strategy

a. Target Audience

Local / foreign tourists in Lombok / Bali and its surroundings, aged 17 - 50 years of middle and upper economic class who love nature, adventure, and like to try new things.

1) Demographics

The target audience is categorized based on the gender of men / women aged 17 - 50 years, middle and upper economic class. All professions

2) Geographical

The primary target audience which is categorized by place of residence is the domicile of Lombok, Bali, and its surroundings.

3) Psychographics

The primary target audience is categorized based on the psychology of a person who likes to try new things and share their experiences with others.

4) Behavior

Primary target audiences are categorized based on their interest in nature, challenges and adventures, like natural tourist spots that are quiet and anti-mainstream, have a hobby of traveling, and like to share stories / experiences via social media.

b. Design Strategy

The design strategy that will be carried out in designing this promotional media uses exclusive media to increase the effectiveness of the media. One of them is by using videos and photos of tourist destinations as the main content in designing promotional media that will be distributed on social media and other printed media.

c. Visualization Framework

This promotional media will produce output that can be distributed digitally on various social media platforms and printed into several media to give a personal impression and the sensation of the experience of visiting these tourist destinations that can reach potential tourists.

d. Job Result Dimensions

The design of Lombok Tourism Promotion Media uses output that can be printed and distributed through social media in order to make it easier to convey information to potential tourists.

e. Communication Strategy

The communication strategy that will be carried out in designing this promotional media is to describe the experience and story of someone who is enjoying the beauty of natural tourism on the island of Lombok.

Communication Concepts

The concept of communication that will be conveyed in a relaxed language style is tailored to the target audience. Using interesting and intriguing invitation sentences that will result in the target audience caring and wanting to find more complete information.

Visual Concepts

The visual style that will be used is adjusted to the original, natural, local concept, using photos and videos that show the sights of Lombok tourism. Some examples of references that become references for creating promotional media content.



Figure 1. Promotion design style reference

Source: Pinterest



Figure 2. Layout reference
Source: Google

Typography

The main font that will be used is a script font called "Bahagia" because it has a relaxed and exotic character, suitable for representing Lombok tourism, and for body text using a sans serif font "Proxima Nova" because it is easy to read at any size.

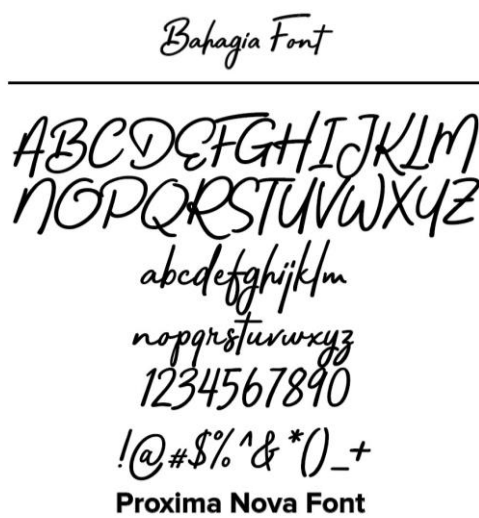


Figure 3. Color schemes

Media Concepts



Figure 4. The process of designing works

The concept raised in the design of this promotional media is the authenticity of the Lombok area. Starting from the design of this promotional logo itself using the form of "Lumbung" which is the original traditional house of Lombok as well as an architectural icon of the Sasak tribe. The granary is believed to be the official symbol of Lombok tourism, precisely in Central Lombok Regency. The granary itself represents the prosperity and food sufficiency of the people of Lombok, who mostly work as farmers. All design elements in this design display the logo so that the media are related to one another.

Color Schemes



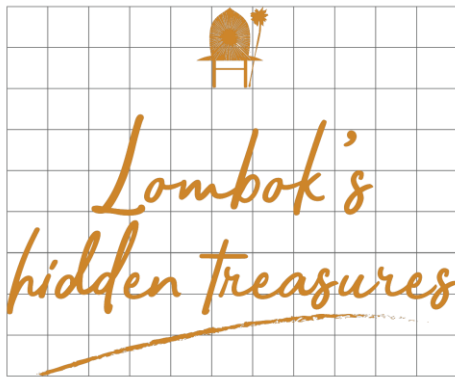


Figure 5. Grid system logo

The granary is an icon of Sasak architecture. The majority of Lombok's local residents work as farmers. The granary has a function to store all the people's agricultural products, besides that it is also the official symbol of Lombok tourism in Central Lombok district. The granary means prosperity, welfare and food sufficiency for the people.

Lombok's Hidden Treasures is the branding title of this project. The aim is to promote new 'hidden' tourist destinations in Lombok. Lombok's Hidden Treasures uses a script type font that is personal, original, with traditional, natural, and warm nuances.

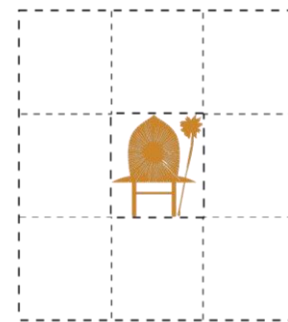
The design of Lombok Tourism promotion media uses several media, both digital and print. These media are selected based on the effectiveness of the media's function, the ease of obtaining information in order to reach the target audience. The form of the media itself is a combination of photos and videos and other visual elements that are in line so as to produce promotional media that is one unit and attracts the attention of potential tourists. The rules for applying the logo to the media are as follows:



Make sure to leave space at least the size of the logogram (icon) of the other graphic elements.



The minimum size for print media is 2 cm for the main logo and 1 cm for the logogram (icon).



The logogram is created to be applied to simpler and / or smaller media and is displayed as an icon only.

The logo display on each media is as follows:

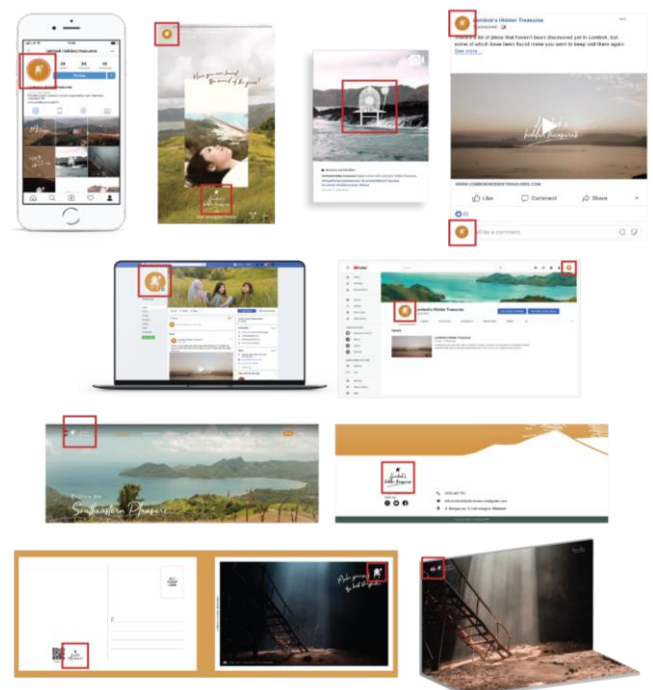


Figure 6. Examples of logo placement in the media

Results and Discussion

a. Social Media (Instagram)



Figure 7. Promotional media for Instagram content

Instagram is a very popular platform among various types of social media. This is because the features on Instagram are very useful for the community, groups, companies, and various other communities. Therefore, Instagram is one of the media of choice to be used in the design of this promotional media, in addition to many users and from various backgrounds, easy access is also one of the factors in selecting this media.

The features in Instagram help some people reach the target audience easily using an algorithm system that can see the habits of its users. If users have a hobby of traveling, automatically content related to traveling will appear more frequently on their Instagram page. One of them is the Instagram Story feature which can appear as an advertisement. Content of Instastory, such as teasers and snippets about tourist destinations that are shared explicitly in order to provoke the curiosity of users to visit the promotion's personal page. Work specifications:

- Posts in the feed are 1: 1 images
- Posts in the feed are 1: 1 and 16: 9 video sizes
- Posts on Instagram Story are 9:16 in size
- Content in the form of photos, videos, copywriting / captions, and typography
- Video content is 15 seconds - 1 minute long

- Designed using Adobe Illustrator, Adobe Photoshop, Adobe Lightroom and Adobe Premiere software

These are the content of Instagram sliders:



Figure 8. Instagram sliders content

b. Social Media (Facebook)



Figure 9. Media promotion Facebook page

Apart from Instagram, Facebook also has almost the same features as Instagram. The choice of this media is because Facebook is the most widely used social media for tourists to find information / data and testimonials.

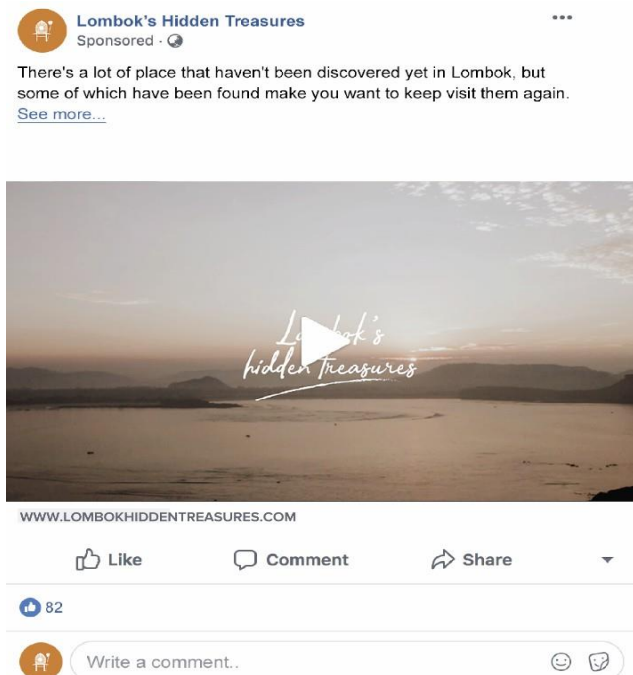


Figure 10. Facebook Sponsored Promotion Media

Facebook can distribute ads automatically with the "post boost" feature. The system will track the users who will receive the ad according to what the user likes. Previously, the scope of the people who became the target market / target audience needed to be set. Work specifications:

- The header is a photographic work measuring 820 pixels wide and 312 pixels high
- Profile photo in the form of a logo with a 1: 1 ratio
- Content in the form of photos and videos by the author and team
- There is a copywriting work in the description and caption by the author
- Designed using Adobe Photoshop and Adobe Lightroom

c. Videography via YouTube channel

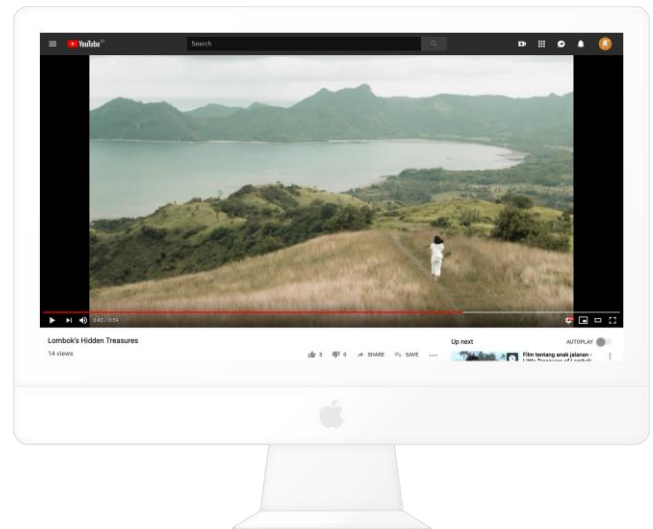


Figure 11. YouTube Channel Promotion Media

Promotion is always related to photos or videos; videos are made because of their effectiveness in providing information. After making the video, the next activity was to share the results of the video. YouTube is the video sharing platform most accessed by internet users. Lots of stuff and content viral through this social media. Therefore, it is very important for a promotional program to have its own YouTube channel which can contain information quickly through short videos. The duration of the video that is shared is only about 1 minute, the aim is to arouse curiosity so that viewers are interested in finding more complete information about the tourist destinations being promoted. Videos can be viewed at <https://www.youtube.com/watch?v=2vyMksKXQ30>.



Figure 12. Example of the video promotion

Work specifications:

- The video that was worked on by the writer of the camera and the team that was measured from the operator who thought 2 people

- 60-second video featuring highlights from a tourist destination
- Location name using typography
- Using color grading techniques
- Using background music from Red entitled Mt. Wolf
- Videos created using Adobe Lightroom, Adobe Premiere and software After effects

d. User Interface Website



Figure 13. Media promotion website

The current social media website is an important thing that every promotion design must have. On the website there is information about tourist destinations that potential tourists can search for before determining their trip. This aims to facilitate access to information search and photos of conditions in these tourist destinations. The website is targeted at potential tourists who live outside the island of Lombok.

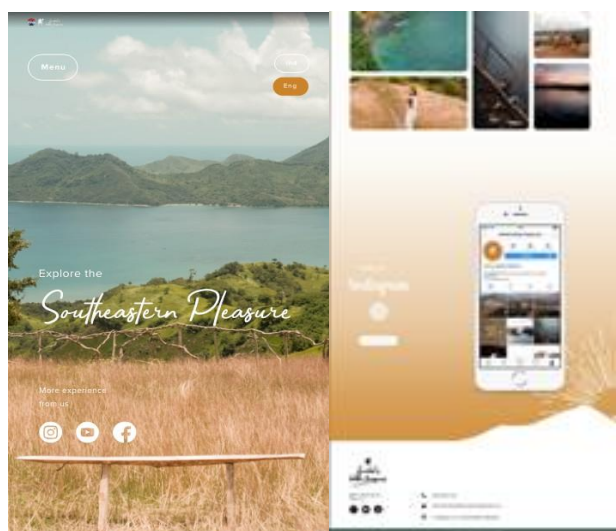


Figure 14. Media promotion website iOS

Work specifications:

- Website size 1920 x 1080 for PC / desktop display, and 375 x 667 for iOS display

- Menu content consists of Home, Destinations, Gallery, and About
- The website contains information on tourist destinations, photographs by the author and team, client information, location maps, and copywriting works by the author.
- There are icon shapes and typography
- Designed using Adobe Lightroom, Adobe Illustrator and Adobe XD

The following is an example of a location map design:



Figure 15. Location map design

e. Photo Booth



Figure 16. Photo booth design

Photo booth is a new media or new media which is the choice in designing this promotional media. One of the reasons for choosing this media is to reach tourists in a more specific location, for example at the airport. The airport is a suitable place to reach the target audience, the airports targeted in this promotion are airports located in

Bali, Surabaya and Lombok, seen from the distance and potential visits from tourists in those areas. Photo booth gives a more real impression of visiting tourist destinations because it is made with a 1: 1 ratio size. Work specifications:

- Measuring A side 2.5 meters high, 4 meters wide
- Measure B side 1.8 meters high, 4 meters wide
- Wooden rafters with a size of 4 x 6 cm
- There are gimmicks in the form of chairs and tents that visitors can use to give the impression of interaction
- The design is printed in soft, thick, non-reflective Muslin material

f. Postcard (Postcard)

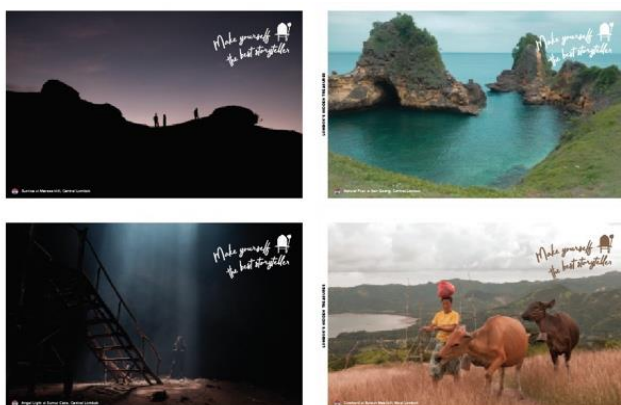


Figure 17. Postcard design

Postcards are the old media or old media chosen in the work of Lombok tourism promotion media. This media is one of the media that is still popular and is often produced today. The purpose of selecting postcard media is to provide an impression that potential tourists can immediately feel. Postcards have the advantage of being able to provide memories to their owners. In addition to be a memento, postcards also have more value or function compared to other printed media such as leaflets / pamphlets. Work specifications:

- A5 postcard size 12 cm x 18 cm.
- Equipped with barcode technology that is linked to social media accounts
- Lombok's Hidden Treasures.
- Using photos by the author and the team
- Printed on Art Paper 260 gr
- Designed using Adobe Lightroom, Adobe Illustrator and Adobe Photoshop

Conclusion

Conclusion

The conclusion from the survey implementation and the design of the Promotion Media of Lombok Tourism which has been done are:

- Tourism in Lombok has various types of potential destinations if it continues to be developed in line with infrastructure development and development carried out by the government in order to advance the tourism sector to the international arena.
- Tourists only know a few famous destinations in Lombok, without knowing that there are many other natural destinations that tourists can explore.
- Tourism in Lombok requires a medium that can introduce new tourist destinations that are rarely found by tourists.

Suggestions

Based on the above conclusions, the authors try to provide suggestions for Lombok tourism to be applied so that the tourism development sector in Lombok will be more evenly distributed. The suggestions and input are as follows:

- Lombok is one of the tourist destinations which is famous for its beautiful natural scenery, but it is still not a major destination for tourists. It is necessary to do a bigger promotion with the right media to make it more effective and fit the target audience.
- In addition to developing well-known destinations, it would be better if introducing new tourist destinations in order to develop facilities and road access to these tourist areas, this can help equal distribution of tourists and visitors to these tourist destinations. At the end of the discussion, the author tries to draw conclusions and provide suggestions. This conclusion needs to be put forward in order to obtain a handle that can be used as material for knowledge of the problems discussed by the author. The suggestions given by the author are expected to be useful as input that can improve the business being run.

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