

Redesign Visual Identity And Promotion For Cimahi Heritage Tour To Increase Tourism In Cimahi

Rasyid Naufal¹, Riky Riky Azharyandi Siswanto, S.Ds., MDes²

¹ Telkom University, School of Creative Industries – Visual Communication Design, Bandung, Indonesia

² Telkom University, School of Creative Industries – Visual Communication Design, Bandung, Indonesia

¹rasyidnaufal16@gmail.com (Rasyid Naufal), ²rikysiswanto@telkomuniversity.ac.id (Riky Siswanto)

Abstract Cimahi is well-known for its military education centre, at least there are 13 largest military education centre in Indonesian archipelago. This city also has many historic old buildings that were built around the year 1886 by the Dutch that still standing till this day and still being used. Cimahi Heritage tour with SAKOCI bus which was held by Cimahi City Government, Cimahi Culture and Tourism Office and the Indonesian national military have a purpose to facilitate tourists who want to visit historic building and study its history. But nowadays, many tourists don't know about this historical tour program. Lack of promotional media and visual identity is the cause of this problem. Therefore, this problem is the basis of this redesign. Research conducted in the Cimahi uses several methods of data collection, namely the method of observation, questionnaires, literature studies, and interviewing resource persons in related fields. Then the data is analyzed using matrix analysis methods. The results of data collection and analysis will be designed into a visual identity and promotional media suitable for the Cimahi City Heritage Tour with SAKOCI Bus which can increase the interest of tourists to visit this program.

Keywords Visual Identity, Media Promotion, Cimahi Military Heritage Tour

1. Introduction

Historical and cultural tourism is one of tourism sectors that has a lot of potential to be developed. In recent decades, historical and cultural tourism has been among the most popular forms of tourism and interests, this tourism has grown faster than other forms of tourism. Even the growth rates of historical and cultural tourism exceed the growth of global tourism. [1] The existence of historical and cultural tourism can bring many benefits for the Government, tourists, managers and the community. Benefits such as revenue, economic opportunity, job vacancy, and other social benefits. With many benefits that can be obtained by the Government, the Cimahi City Government is aware that Cimahi has many places of military history since the Dutch colonial era has the potential to be used as historical tourism participated in facilitating this tourism by launching the Cimahi Military Heritage Tour tourism program.

This tour program using a special bus named SAKOCI or Saba Kota Cimahi which take tourists to many historic and military tourist attractions. There are guides in SAKOCI Bus that tell tourists about the history of every historic and military site. but in reality, the number of tourists visiting historical tourism objects is not yet in line with the Government's target.

Lack of promotional media that is able to provide information and invite tourists is one of the problems that has

made this tour less attractive to tourists. This is coupled with the absence of a visual identity to represent the tour program. This phenomenon is the basis for designing a media that can promote the Cimahi military heritage tourism program so that tourists are interested in taking part in a military history tour organized by the Cimahi City Government.

2. Main Body

2.1. Methods

2.1.1 Data collecting for this research

In conducting this research, the researcher uses three Aspects of Visual Research data collection methods namely Image Aspects, Maker Aspects, Audience Aspects. [2]

1. Image Aspects

Data in the form of image aspects are obtained by observing visual objects both on the visual object under study, and similar visual objects. In addition to observation, a literature study is conducted to support the data that has been obtained. It aims to determine the composition, layout, reading flow, type of font used, illustration depiction, and other visual element characters contained in the visualization in accordance with the theory and promotion.

2. Maker Aspects

Data in the form of the maker aspect is obtained by conducting an unstructured interview to get as much data as possible to Mr. Nursaleh, M.M.Pd as the Head of Culture and Tourism of the Cimahi City Government. It aims to find out concepts and information about the historical tour of Cimahi City with SAKOCI Bus.

3. Audience Aspects

Data in the form of aspects of the Audience obtained by distributing questionnaires to tourists in the city of Cimahi. It aims to find out how familiar they are with the historical tour of the City of Cimahi with the SAKOCI Bus while knowing how effective the media is promoting the program with similar programs.

2.1.2 Analyze Method

The method used in this redesign uses matrix analysis methods by comparing 3 similar city tour programs in Indonesia.

This analysis is intended to find out which city tour program has the most effective visual identity and media promotion based on each visual element used.

2.2. Literature Review

2.2.1 Media

Media is a communication tool that serves to convey messages from communicators to recipients. human senses such as the eyes and ears are the most dominant media in communication. media such as radio, television, films, posters, newspapers, magazines become one of the media that uses these two senses. ^[3]

2.2.2 AISAS media strategy

AISAS (attention, interest, search, action, share) is a media strategy that aims to be able to attract the attention of tourists, then generate interest, followed by tourists to find out more, give action, and share their experiences. ^[4]

2.2.3 Promotion

promotion is a way that institutions do to inform, persuade, and remind target people of the goods and services they offer. ^[5]

2.2.4 Visual Identity

Visual identity is a symbol that represents the character of a company with the aim of being a sign that is recognized as a company brand, as a differentiator between companies and other companies, and uniting different elements of the company into one visual style. ^[6]

2.3. Data Analysis

In this redesign process, the researchers first conducted field observations by taking part in the SAKOCI military history tour. based on observations, not all seats are filled in the bus. Then most of the visitors who took part in the program stated that they knew this program from other

people and a small number got information from promotional media.



Figure 1. Bus SAKOCI at pickup point

Then the researcher interviewed Nursaleh, M.M.Pd as Head of Culture and Tourism of Cimahi City Government. It was concluded that the Cimahi Military Heritage Tour and Cimahi City tour program with SAKOCI Bus did not have effective promotional media because the program was still in the development stage.

In addition to observation and interviews, researchers also distributed questionnaires to tourists in Cimahi to find out what kind of city tour promotion attracted tourists. From the results of the questionnaire obtained, the score can be calculated to find out the most effective promotional media. Each respondent who answers strongly agrees that the promotion media will get a score of 5, and vice versa each respondent who answers does not agree then gets a score of 1. Thus the highest value that can be obtained is 415 points per category while the lowest score is 83 points.

Table 1. Program Promotion Media Assessment

Program Promotion Media Assessment	Werkudara Surakarta	Bandros Bandung	City Tour Jakarta	Sakoci Cimahi
Easy to understand	316	363	321	321
Draw attention	301	355	353	303
Attract interest	297	348	315	315
Helpful illustration	331	358	332	317
Easy to Read	306	351	319	302
Attractive color	306	351	348	348
Effective level	74.5%	85.3%	79.8%	76.5%

The points earned are summed, then divided by 2,490 (results from 415 times 5) and multiplied by 100 so that a percentage appears where promotion media of bandros bus are superior with 85.3% effectiveness.

2.4. Result and Discussion

The logo is designed as an identity to describe the image and character of this SAKOCI Bus. The author designed the logo

using the line art concept so that it still stays in the art deco style but is still minimalist and modern.



Figure 2. SAKOCI Logo

With the concept of educational tourism, the design of promotional media for the Cimahi City Cimahi Military Heritage Tour military history tourism program focuses on 3 key words namely tourism, military and history. Illustration that will be used for promotional media revolves into two aspects, namely history and military. By using historical photos in Cimahi City, it can be made into an illustration and icons for each other historical place. Then the visual elements are given an old-fashioned style such as art deco so that it reinforces the historic impression that wants to be highlighted in this program.



Figure 3. Poster Design



Figure 4. Banner Mockup



Figure 5. Tour Route Map

In addition to conventional media, social media is also a means to promote historical tour tours with SAKOCI buses. Frame #NaikSAKOCI harmonizes photos of tourists' historical tours. besides that, #NaikSAKOCI gives space for tourists to share their experiences, the hashtag also makes it easier for other tourist to find information about historical tours.

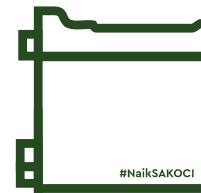


Figure 6. #NaikSAKOCI Frame



Figure 7. Social Media Mockup

3. Conclusions

The correct use of AISAS promotional media strategies in designing visual identities and promotions can effectively inform, invite and remind tourists with the Cimahi Military Heritage tour program. besides that, the use of design elements that are in accordance with the theme of military history can attract tourists more attention and create a distinct impression in his mind. with the design and the right distribution with the target, this can help to increase the interest of tourists to take part in the historical tour.

REFERENCES

- [1] World Tourism Organization (WTO) (2000). Tourism 2020 Vision East Asia and Pacific. Madrid, Spain
- [2] Soewardikoen, Didit Widiatmoko., 2013. Metodologi Penelitian Visual dari Seminar ke Tugas Akhir. Bandung: CV Dinamika Komunika.
- [3] Cangara, Hafied. 2006. Pengantar Ilmu Komunikasi. Jakarta: PT Raja Grafindo Persada

- [4] Sugiyama, Kotaro dan Andree, Tim. 2011. *The Dentsu Way*. United States: Dentsu Inc.
- [5] A. Shimp, Terence. 2000. *Periklanan Promosi: Aspek Tambahan Komunikasi Pemasaran Terpadu*, Jakarta: Erlangga.
- [6] Perry, A dan Wisnom III, D. (2003), *Before The Brand: Creating The Unique DNA of An Enduring Brand Identity*. Columbus: McGraw-Hill Professional.