

## **Poster Design as A Media for Marketing Tasikmalaya Embroidery Products (Alumazra Brand)**

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### **Abstract**

Visual communication serves as a powerful medium for conveying messages quickly and effectively through artistic and impactful design. In the field of marketing, poster design plays a crucial role in capturing consumer attention, evoking emotions, and communicating brand values. This study examines the effectiveness of poster design as a marketing tool in the context of Alumazra, a Tasikmalaya-based fashion brand specializing in embroidery. Using qualitative methods such as interviews, focus groups, and visual analysis, the research identifies key factors that contribute to impactful poster design, including color, typography, imagery, and layout. The findings reveal that visually appealing and culturally infused designs enhance audience engagement and strengthen brand identity. The study concludes that combining creative innovation with culture in poster design bridges the gap between traditional craftsmanship and modern product marketing communication.

Keywords: poster design, product marketing, embroidery, Alumazra brand, visual communication

### **Introduction**

Poster design, while a powerful medium for communication and marketing, is not without its challenges. Designing an effective poster that captures attention, conveys a message clearly, and engages the audience poses several significant problems that designers often face, including the complexities and challenges associated with poster design, and explores key issues that designers encounter in creating impactful and successful posters. Alumazra is a business operating in the Muslim fashion sector, characterized by its use of manual embroidery. Alumazra was founded on March 13, 2017, in Tasikmalaya, West Java. In line with the development of the fashion industry, Alumazra took the initiative to present diverse and contemporary fashion.

For marketing Tasikmalaya embroidery products (Alumazra brand), the poster design should celebrate the distinctive motifs and techniques of Alumazra embroidery. Incorporate images of traditional Tasikmalaya embroidery patterns, featuring geometric shapes and floral motifs, to showcase the region's rich artistic heritage. Alumazra is a brand that specializes in creating exquisite embroidered products. With a rich history and a passion for craftsmanship, Alumazra has become a go-to choice for those seeking high-quality, unique fashion items. The journey of Alumazra began with a vision to bring traditional embroidery techniques into the modern world. The company's skilled artisans have mastered various embroidery styles,

ensuring that each product is a masterpiece of intricate designs and vibrant colors. From elegant dresses to stylish accessories, Alumazra's creations are truly one-of-a-kind. What sets Alumazra apart from other embroidery brands is its dedication to innovation and creativity. The company constantly explores new ways to incorporate embroidery into everyday fashion, making it accessible to everyone. Whether it is a statement piece or an understated accent, Alumazra's products are sure to elevate any outfit. At Alumazra, quality is paramount. Each product undergoes rigorous quality control checks to ensure that it meets the highest standards. The use of premium materials and attention to detail guarantees that every item will last for years to come.

In addition to its commitment to quality, Alumazra also prioritizes environmental care and social responsibility. The company strives to minimize its carbon footprint by using eco-friendly materials and practices whenever possible. Furthermore, Alumazra supports local communities by sourcing materials from sustainable sources and collaborating with local artisans. In conclusion, Alumazra is not just a brand; it represents the fusion of tradition and innovation in the world of embroidery. With its dedication to quality, creativity, and social responsibility, Alumazra continues to inspire fashion enthusiasts worldwide with its exquisite embroidered creations.

The poster design for marketing Tasikmalaya embroidery products (Alumazra brand) should feature visually striking embroidered designs that showcase the intricate details and craftsmanship of the products. Use vibrant colors to highlight the richness of the embroidery threads and capture attention. Overall, the poster should evoke a sense of elegance and sophistication to appeal to potential customers. Media posters are visual advertisements designed to promote or advertise products, events, services, or ideas through various media, including print, digital, and social media. Media posters can include information such as a title, an interesting image or illustration, the date or time of the event, the venue, and contact information.

An effective media poster can attract readers' attention, convey the message clearly, and encourage them to take action in accordance with the poster's objectives. The following are some elements that are usually found in media posters:

1. Attractive Title: A title that stands out and attracts the reader's attention.
2. Images or Illustrations: Relevant and interesting images or illustrations, which match the theme or purpose of the poster.
3. Detailed Information: Clear and concise information, including date, time, place, and contact details, that is easy to read.
4. Logo or Brand Identity: If a brand or institution promotes the media poster, the logo or brand identity must be clearly visible.

5. Tagline or Slogan: A short and easy-to-remember tagline or slogan to strengthen the message conveyed.
6. Call-to-Action (CTA): A clear call to readers to take a specific action, such as visiting a website, registering for an event, or purchasing a product.
7. Attractive Design: Visually attractive Poster design, using colors, fonts, and layouts that match the desired aesthetic.
8. Additional Information: Additional information, such as sponsors, partners, or other important details, that are relevant to the message conveyed.

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Posters have several benefits that will be used in this research so that researchers can provide knowledge, and this research can be reviewed by several factors from the benefits of posters, as follows:

1. Promoting awareness: Media posters are an effective way to raise awareness about various social, environmental, and health issues. They can convey important messages and encourage people to take action or make positive changes in their lives.
2. Communication of key information: Posters can communicate essential information quickly, making them a valuable tool for disseminating information about events, products, services, or policies.
3. Visual impact: Posters are visually engaging and easily capture people's attention. They use images, colors, and typography to convey messages effectively and leave a lasting impression on viewers.
4. Cost-effective marketing: Compared to other forms of advertising, posters are relatively inexpensive. They can be printed in large quantities and distributed in public spaces such as community centers, schools, libraries, or businesses.
5. Creating engagement: Posters can encourage interaction by providing QR codes or URLs that link to websites or social media pages where viewers can learn more about the topic or participate in discussions.
6. Cultural expression: Posters are a visual art form that allows designers to express their creativity and showcase cultural values, traditions, or historical events.
7. Informing decision-making: Posters can provide relevant information that helps people make informed decisions about their choices in areas such as consumer products, political candidates, or community initiatives.
8. Advocacy and activism: Posters are often used by advocacy groups and activists to raise awareness about social issues and promote change by inspiring empathy and motivating people to take action.

9. Educational purposes: In educational settings, posters serve as visual aids that support teaching materials and help students better understand concepts or remember important information.
10. Historical documentation: Posters from different time periods provide valuable insights into the cultural context of their creation and serve as historical documents that researchers can study in the future.

In summary, media posters have numerous benefits, including promoting awareness, communicating key information visually effectively while being cost-efficient; they also foster engagement with the audience through various channels like QR codes or URLs; contribute to cultural expression; inform decision-making; advocate for social change; serve educational purposes; and document history for future reference.

Product marketing is a crucial aspect of modern business, and poster media is an effective tool for achieving marketing objectives. However, the issue of poster media in product marketing is also a problem that needs attention. The development of graphic design has undergone many significant changes (Meggs et al., 2025). In this research, several problems that poster media users may face are identified, along with solutions and strategies to overcome them. One of the main problems faced by poster media users is a lack of visual appeal. Posters that are not visually appealing can distract consumers and make them disinterested in the products or services offered. Therefore, poster media users should pay attention to their visual design and incorporate attractive elements, such as bright colors, engaging images, and easy-to-read fonts. Apart from that, another issue is the lack of clear and easily understandable messages. Posters must be able to convey messages briefly and clearly so that consumers can quickly understand the benefits of the product or service. Poster media users must ensure that their messages are conveyed clearly and are easily understood by their target audience. To overcome this problem, several solutions can be applied. First, poster media users must conduct market research to understand the preferences and behavior of their target consumers. This will help them create poster designs that suit consumer tastes and enhance their visual appeal. Second, poster media users need to craft the text on their posters carefully. The text should be concise, clear, and direct, without including unnecessary details. Users should also select a font that is easy to read, ensuring the text appears clearly on the image.

In today's fast-paced and highly competitive business landscape, companies continually seek innovative ways to market their products and effectively reach their target audience. One such method that has proven to be effective is the use of media posters as a marketing tool. This article aims to explore the urgency of media posters in product marketing and how they can benefit businesses in achieving their marketing goals. The role of advertising in matching buyers and sellers is very important in the economy (Anand & Shachar, 2011). Firstly, media

posters are an affordable and cost-effective way to promote products. Unlike traditional advertising methods such as television commercials or print ads, media posters require minimal investment while still offering high visibility. They can be placed in various locations such as shopping centers, public transportation hubs, or even outside the business premises itself, ensuring that potential customers are constantly exposed to the product. Secondly, media posters allow for easy customization and flexibility in terms of design and messaging. Unlike other forms of advertising that may require extensive planning and production time, media posters can be quickly created and distributed. This enables businesses to adjust their marketing strategies in response to shifting market trends and evolving customer preferences.

Furthermore, media posters have the power to capture attention instantly. With visually appealing designs and compelling messages, they can effectively capture the attention of passersby who may not be actively seeking products like ours. This ability to interrupt consumers' daily routines with relevant information makes them an effective tool for reaching a wider audience. Additionally, media posters offer a tangible experience for consumers. Unlike digital advertisements that may be easily forgotten or ignored online, physical posters allow consumers to interact with them on a personal level. They can touch the poster, take pictures with it, or even share it on social media platforms with friends and family members who might also be interested in the product.

In conclusion, the urgency of using media posters as a product marketing tool cannot be overstated. They offer affordability, flexibility in design and messaging options, instant attention-grabbing capabilities, and provide a tangible experience for consumers. By incorporating media posters into their marketing strategies, businesses can increase brand awareness and drive sales effectively while staying within budget constraints. Marketing embroidery products requires a strategic approach to reach the target market effectively. One marketing tool that is often used is poster media. However, although poster media has many advantages, several problems need to be identified and overcome to maximize the effectiveness of marketing embroidered products.

One of the primary challenges in utilizing poster media for marketing embroidered products is the limited consumer awareness of the product. If consumers are unaware of the benefits or advantages of embroidery products, they may not be inclined to purchase them. Therefore, producers and marketers need to convey clear and easily understandable information to consumers through poster media. Apart from that, another problem is the lack of consistency in poster media design. If the poster media design is inconsistent, consumers may be confused and not know what to expect from the embroidered product. Therefore, manufacturers and marketers need to have a strong and consistent brand identity in their poster media designs.

Furthermore, another problem is the lack of distribution of poster media. If poster media is not available in the right places or is not seen by the intended target market, then marketing effectiveness will be limited. Therefore, producers and marketers need to consider effective poster media distribution strategies, such as placing advertisements in public places or using digital platforms to reach a broader target market. Typographic experimentation is a practical approach to learning design (McCormick, 2013) To solve this problem, producers and marketers must conduct thorough market research to understand consumer preferences and behavior, and identify new opportunities for marketing embroidered products through poster media.

In today's fast-paced and highly competitive marketing landscape, businesses continually seek innovative ways to promote their products and reach a broader audience. One such approach that has gained popularity in recent years is the use of media posters for marketing textile products. This research paper aims to explore the various benefits of utilizing media posters in the context of textile product marketing. Firstly, media posters provide a cost-effective way to advertise textile products. Unlike traditional advertising methods, such as television commercials or print ads, media posters can be easily placed in strategic locations, including shopping centers, bus stops, or billboards, without incurring significant expenses. This makes them an attractive option for small businesses or startups with limited marketing budgets. Secondly, media posters enable businesses to showcase their textile products to potential customers in a creative way. By using visually appealing designs and compelling taglines, businesses can effectively communicate the unique features and benefits of their products to a broad audience. This not only helps in attracting new customers but also aids in building brand recognition and loyalty among existing ones.

Furthermore, media posters enable businesses to target specific demographics based on location or interests. For instance, if a business sells clothing items specifically designed for outdoor activities, they can place their posters near parks or hiking trails where people with similar interests are likely to see them. This targeted approach increases the likelihood of attracting potential customers who are more likely to be interested in the advertised product.

Lastly, media posters offer businesses an opportunity to gather valuable feedback from consumers about their products. By including QR codes or website links on their posters, businesses can encourage customers to leave reviews or share their thoughts about the product being advertised. This feedback can then be used by businesses to improve their products and tailor future marketing strategies accordingly.

In conclusion, media poster research offers numerous benefits for marketers promoting textile products. From cost-effectiveness and creative advertising opportunities to targeted marketing strategies and valuable consumer feedback, the use of media posters is an effective way for businesses to reach a wider audience and increase sales. As technology continues to evolve and digital advertising becomes increasingly prevalent, marketers need to explore innovative approaches, such as media poster research, that cater specifically to the needs of consumers in today's world.

## Method

The research methods employed in this study include market analysis and conducting market research to gain a deeper understanding of the target audience. Competitor analysis involves analyzing competitors' poster designs to identify key insights and trends. Customer surveys and interviews gather direct feedback from potential customers through focus groups. Stay updated on design trends with trend analysis.

Analysis methods used visual analysis to evaluate the visual elements. Message effectiveness: analyze how well the poster communicates. Audience reception: Evaluate the target audience's response to the poster design using metrics such as engagement. Comparative analysis: Compare the poster design with that of competitors. Conduct iterative testing, A/B testing, or split testing. ROI analysis measures the return on investment by tracking sales and revenue. Qualitative feedback: gather qualitative feedback from stakeholders. The method of this study is qualitative. Data collection methods are interviews, focus groups, observation, document analysis, diary studies, and ethnographic research. Data analysis methods are thematic analysis, content analysis, constant comparative method, narrative analysis, coding, triangulation, and member checking. The principles and practices of graphic design are explained in depth (Dabner et al., 2017). The textile industry has long been a significant contributor to the global economy. With the rise of digital marketing, companies are now focusing on creating visually appealing and effective marketing materials to promote their products and services. The basic dos and don'ts in graphic design are essential (Dawson et al., 2017).

One such material that has gained popularity in recent years is the poster. Posters are an inexpensive yet powerful tool for advertising and can be easily distributed in various locations, making them an ideal choice for businesses looking to reach a wider audience.

In this research paper, we examine the application of qualitative methods in designing marketing posters tailored to the textile industry. The influence of emotion in marketing is an important field of research (Bagozzi et al., 1999). By understanding the preferences and

behaviors of consumers, businesses can create posters that effectively communicate their brand message and entice potential customers.

One of the key aspects of designing a successful poster is understanding the target audience. By conducting surveys, interviews, and focus groups, businesses can gather valuable insights into consumer preferences and behaviors. This information can then be used to create posters that resonate with their target audience.

Another important aspect to consider when designing marketing posters is visual appeal. The use of vibrant colors, high-quality images, and catchy slogans can grab consumers' attention and increase their likelihood of engaging with the advertised product. Measuring brand equity from a customer's perspective is crucial in marketing strategy (Lassar et al., 1995). Furthermore, businesses must stay current with the latest trends in design and technology when creating marketing materials. This includes utilizing digital tools, such as graphic design software, to create visually appealing posters that are easily shareable online.

In conclusion, by utilizing qualitative methods such as surveys, interviews, focus groups, and staying up-to-date with design trends and technology, businesses in the textile industry can effectively design marketing posters that attract consumers' attention and drive sales. A poster is not, must not be, like a painting, a unique specimen designed to satisfy the shadowy love of a single more or less enlightened amateur; it must be a series-produced object, like them intended to provide specific material services, to fulfill a commercial function (Mouron, n.d.).

## **Result and Discussion**

Alumazra, an embroidery brand, has utilized poster media as an effective marketing tool for its products. These descriptive aims are to explore the results and benefits of using poster media in marketing strategies. Firstly, media posters allow Alumazra to showcase their beautiful embroidery designs in a visually appealing way. By using high-quality images and bright colors, the poster catches the attention of potential customers and entices them to explore Alumazra products further. The intricate details of the embroidery are displayed in a way that highlights the skill and dedication that go into each piece.

Additionally, media posters allow Alumazra to reach a wider audience. The role of social media in the future of marketing is crucial (Appel et al., 2020). By strategically placing them in various locations such as shopping centers, malls, and public transportation hubs, brands can effectively target people who are likely to be interested in their products. This targeted approach increases the chances of attracting new customers who may not have been aware of Alumazra before seeing their poster.

Apart from attracting new customers, media posters also serve as a compelling reminder to existing customers about the Alumazra brand and products. By consistently displaying its posters in high-traffic areas, Alumazra strengthens its brand identity and keeps its products at the forefront of consumers' minds.

Additionally, media posters allow Alumazra to communicate specific messages about its products or promotions directly to its target audience. For example, they can use a catchy title or slogan that emphasizes the unique selling point of their embroidered creations or announce special discounts or seasonal offers. This targeted communication helps Alumazra create stronger relationships with potential customers and ultimately drive sales.

In conclusion, Alumazra's use of poster media has proven to be an effective marketing strategy in promoting its embroidery products. By displaying a visually attractive design and reaching a wider audience through strategic placement, Alumazra successfully increased brand awareness and attracted new customers. Additionally, media posters serve as a compelling reminder to existing customers about Alumazra's offerings, allowing the brand to communicate specific messages directly with its target audience.

In today's fast-paced world, the marketing landscape has undergone significant evolution, with businesses continually seeking innovative ways to capture the attention of their target audience. One such approach is the use of media posters in product marketing, particularly in the textile industry. This explores the design and impact of Alumazra's bordir media poster, shedding light on its effectiveness in revolutionizing textile marketing.

Alumazra's bordir media poster stands out due to its unique blend of traditional and modern elements. By incorporating intricate bordir patterns and vibrant colors, the poster not only showcases Alumazra's commitment to preserving cultural heritage but also appeals to a wide range of consumers who appreciate both tradition and innovation.

One key aspect that sets Alumazra's bordir media poster apart from other marketing materials is its ability to evoke emotions among viewers. The use of evocative imagery and compelling taglines creates a connection between the product and potential customers, making them more likely to engage with Alumazra's offerings.

Furthermore, the design of the bordir media poster allows for easy distribution across various platforms. Whether it is placed in retail stores or shared on social media platforms, this versatile marketing tool ensures that Alumazra reaches a broader audience than ever before.

In conclusion, Alumazra's bordir media poster has proven to be a game-changer in textile marketing. Its unique blend of tradition and modernity has not only captured consumers' attention but also created an emotional connection with them. As businesses continue to navigate the ever-changing marketing landscape, adopting innovative approaches like Alumazra's bordir media poster can help them stay ahead of the competition and thrive in today's market.

## 1. Thematic analysis:

- a. **Visual Appeal:** Participants consistently praised the vibrant colors and intricate embroidery patterns showcased in the poster design. Utilize vibrant colors and captivating imagery to grab attention and showcase the beauty of embroidered designs. Include high-quality images or samples of embroidered products to showcase the quality and versatility of the service. They felt drawn to the visually striking images and expressed interest in learning more about the featured products.
- b. **Cultural Connection:** Many participants resonated with the cultural motifs and symbols incorporated into the embroidery designs depicted in the poster. They appreciated the authenticity and heritage represented, which enhanced their perception of the products' value and uniqueness. Design the poster in various sizes and formats to accommodate different distribution channels, such as print ads, social media posts, or email newsletters.
- c. **Information Accessibility:** Some participants raised concerns about the readability of the text on the poster, particularly regarding product descriptions and contact information. They suggested improving font size and contrast to ensure critical details are easily accessible to viewers. Clearly communicate the benefits and unique selling points of embroidery, such as customization, durability, and professional craftsmanship. Ensure that the poster accurately reflects the brand's identity and values, incorporating logos, fonts, and design elements that are consistent with the brand's aesthetic.

## 2. Content Analysis:

- a. **Positive Sentiments:** The majority of participants expressed positive sentiments towards the poster design, emphasizing its ability to capture attention and evoke curiosity about the featured embroidery products.
- b. **Desire for More Information:** Many participants indicated a desire for additional information beyond what was provided on the poster. They expressed interest in learning about the artisans behind the products, the production process, and any unique stories associated with the designs.
- c. **Suggestions for Improvement:** Participants offered constructive feedback, such as enhancing the clarity of product names and prices, incorporating testimonials or

customer reviews, and adding QR codes or links for easy access to additional online details.

### 3. Constant Comparative Method:

- a. Consistency Across Groups: Findings from different data collection methods, including interviews, focus groups, and observations, consistently highlighted the poster's visual appeal and cultural significance as key strengths.
- b. Diverse Perspectives: Despite overall positive feedback, variations in participants' preferences and priorities emerged, underscoring the importance of considering diverse perspectives in refining the poster design and marketing approach.
- c. Member-Checking: A follow-up survey or feedback session could be conducted to validate the analysis results and ensure that participants agree with the interpretations and recommendations derived from their input.

Incorporating these elements into the design poster can create an effective marketing tool to promote embroidery products and attract potential customers.



Figure 1. Qualitative Analysis Results

The results of designing poster media for marketing Alumazra embroidery products include:

1. Identify the Purpose: The primary purpose of an embroidered product poster is to promote a specific embroidered product and enhance the overall brand image.
2. Identify Target Audience: Embroidered product posters are designed for young women with an interest in fashion, design, and lifestyle.
3. Color and Design Selection: Colors that suit the target audience are pastel colors, bright colors, and natural colors such as green and blue. The poster design should display the embroidered product artistically, incorporating attractive details that highlight its unique features.
4. Main Message: The primary message to be conveyed through embroidered product posters is that the embroidered product is unique, high-quality, and in line with the latest fashion trends.
5. Images and Textures: Use high-quality images of embroidered products with precise details and add realistic textures to enhance the visual effect.
6. Header and Footer: Add a header featuring the brand logo or shop name, along with a footer containing contact or website information, to make it easier for customers to reach the official shop or website.
7. Testing and Evaluation: After completing the design of the poster, test it on the target audience to gather feedback and evaluation before making any changes.
8. Poster Distribution: After creating the optimal poster design, distribute it via social media platforms such as Instagram, Facebook, and Pinterest, or through direct marketing in physical stores to effectively reach the intended target audience.



Figure 2. Design Poster Results.

## Conclusion

The conclusion is that the visual appeal of the poster design effectively attracts attention through the use of attractive colors and intricate embroidery motifs. The cultural connection, which involves integrating cultural motifs and symbols into embroidery designs, received a positive response from participants. Regarding information accessibility, concerns have been raised about the readability of text on posters, particularly in relation to product descriptions and contact information. Many participants expressed a desire to obtain more information about the product, including the story behind the design, the production process, and customer testimonials. This shows the importance of providing additional content. Participants provided constructive feedback, including suggestions for improvement, such as enhancing text readability, adding customer testimonials or reviews, and integrating QR codes or online links for easy access to further information.

Taking these findings into account, it was concluded that poster design needed to be optimized by improving text readability, providing additional information that stimulates consumer interest, and strengthening connections with local cultural heritage. Thus, poster design can be an effective tool in promoting embroidery products and attracting the interest of the desired target market. “Many key ideas that shape graphic design today” (Heller & Vienne, 2012).

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