

Designing Promotion Of New Ngelepen Tourism Destination Village

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Abstract New Ngelepen Tourism Village is a village that has unique characteristics in the form of home architecture. The village is also famous for its anti earthquake house. In addition to home architecture, New Ngelepen has a diverse tour package, ranging from fun games, home stay, tracking, birthday, package activities and art. New Ngelepen has been considered a tourist village since its first construction of the village as a housing complex of the earthquake disaster victims. The location is very strategic, seen from the position of New Ngelepen which is close to Ijo Temple, Prambanan Temple and other tourist attractions around Sleman. However, the authors found problems that need to be improved and developed, ranging from unstructured promotional activities, and the utilization of minimal promotional media. Therefore it is necessary to design creative strategies and visual media in order to promote New Ngelepen Tourism Village. The design method used is qualitative with observation, interview, literature study, and distributing questionnaires as data collection techniques. The main theories used in this design are promotion, advertising and Visual Communication Design. The results of this design in the form of creative strategies is obtained through the AISAS method. It is to produce the design of events and visual media that can attract the attention of target audiences to come to New Ngelepen Tourism Village. This designing of the creative promotion strategy of New Ngelepen Tourism Village is expected to help the Village Tourism New Ngelepen to increase visitors and attract the attention of the community, especially young people as a target audience.

Keywords Village tour, New Ngelepen, promotion, media, event

1. Introduction

Tourism in Indonesia has an important role in national development because it is one of the factors to increase people's income and foreign exchange. Tourism development is manifested in the forms of tourism objects management, its rehabilitation of infrastructure and tourism facilities. Tourism promotion activities increase sales effectiveness by attracting new prospects. As the result, it gives influence to the economic development, for instance in Yogyakarta. Yogyakarta Special Region is rich in natural and historical tourism. Some kinds of tourism attractions that can be visited are natural attractions, history, culture, education and night tours. Undoubtedly, it makes Yogyakarta become a favorite tourism destination for both foreign and domestic tourists. As an area with tourism potential, Yogyakarta has many tourism attractions that have not been explored.

One of samples is a unique tourist village named Rumah Teletubbies located in the village of Ngelepen, Prambanan, Sleman, Special region of Yogyakarta. These semi-shaped houses were built for residence for the Yogyakarta earthquake victims in the last 2006. Adapting the design of homes in the Teletubbies cartoon, Ngelepen village is often called the same. As its uniqueness, this village is also

transformed as a tourist village. Although New Ngelepen has become a tourist village, and its location is very strategic, close to Prambanan Temple, Ijo Temple and Sleman-Yogyakarta, the economy of this tourism village has not been able to cover the livelihood of the citizens declined by the earthquake a few years ago. The problem of New Ngelepen Tourism Villages comes from unstructured promotional activities, and lack of promotional media. The observation result shows that its brochures are only placed on the secretarial desk only, and the social media as a promotional tool does not run smoothly.

Based on the above description, the researcher assumes it needs an attracting promotional activity for people to come to New Ngelepen Tourism Village. Researcher requires to design the promotion of New Ngelepen Tourism Village in terms of creative strategies and media to increase the numbers of visitors to New Ngelepen Tourism Village.

2. Theoretical Background

According to Philip Kotler and Gray Armstrong (2001: 68) promotion is an activity that communicates the superiority of a product that aims to persuade customers to have a desire to buy the product.

Meanwhile according to the Institute of English Advertising Practitioners (1997: 5) in the Advertising book, the definition of advertising is a persuasive sales message directed at potential buyers of the most potential for a particular product or service.

Furthermore according to Lia Anggraini and Kirana Natalia (2014: 14) Visual Communication has the meaning of a series of information submitted to other parties. Communication can be read with the sense of sight. Visual is a language taken from the Latin word "Videre" which means to see. In addition, the word communication comes from the English language "communication" which means togetherness. Communication is creating a commonness or unity of thought between the sender (communicator) and the recipient (communicant).

Hence visual communication design is an art in conveying information and messages by using visual language as well as through the form of media design. The purpose is to inform, influence, to change the behavior of the target in accordance with the objectives embodied.

3. The Research Method




Design method used is qualitative method, with direct observation, interview with related parties, questionnaires spread with some questions answered by the target, literature study and field research methods related problems.

4. Result and Discussion

Based on the existing problem, it can be concluded that New Ngelepen Tourism Village requires a promotion design that is able to attract the attention of the general public. The design strategy used is to use the event as a promotional tool. The event that is designed is a music festival that takes place in the village of New Ngelepen. This festival uses the theme of Coachella as a visitor attraction. The design of this festival is to invite visitors to enjoy the music and feel directly the village of New Ngelepen. This music concert becomes one of the main medium in promotional activities because based on research conducted, young people as the target audience like music, outdoor activities and want a direct interaction with local residents.

From the main medium, supported by other media such as ambient ad replica house, print ads, social media, merchandise, and website as a tool to promote New Ngelepen Tourism Village. The media are arranged in accordance with media strategy that is AISAS (Attention, Interest, Action, Share) that aims to expand the promotion activities to be delivered by the target audience.

Table 1. Promotional Draft Table

Attention	Interest	Search
Karawitan music games in the center of the city crowd (Karawitan with Pop), Print Ads, Social Media, Billboards, X-banner	Video Teaser, Photo Challenge Instagram	Social Media - upload digital poster, Ambient Media - Home Replica
		

Action	Share
New Ngelepen Culture Festival	Viral in Social Media with Digital Poster and Photo Challenge
	

5. Conclusion

It is expected that the design of Ngelepen Culture Festival event can increase the number of visitors of New Ngelepen Tourism Village and become an attraction for the wider community, both local and foreign tourists. With the increasing number of visitors it will change the standard of living for Ngelepen residents themselves. The authors also expect messages submitted by the Tourism Village New Ngelepen can be conveyed and well received by a target audience that has been determined.

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