

Visual Identity and Promotional Design for Bekasi Tourism

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Abstract. Bekasi city is located in West Java and also a buffer of metropolitan city of Jakarta. Bekasi as the main gateway of West Java, which developed into an industrial and modern city, has tourism potential that has not been widely known by the people of Indonesia and abroad. Therefore it takes the visual identity and its application on the media campaign, so this potential known by the public. The methods used in data collecting are interview, observation, questionnaire, and literature study. The data obtained shows that the visual identity of Bekasi city tourism and its application on promotional media are needed to increase tourism. The concept is "Startling Bekasi", because it's cultural mixture and ethnic diversity. The use of sub-titles "West Java Wonders Starting Here" due the location of Bekasi as the gateway to the West Java province. The visual identity design uses local culture elements namely *golok betawi* and *bambu runcing* as Bekasi icons, applied in advertising media, namely brochures, magazines, websites, banners, billboards, promotional videos, social media, and others. Hopefully this design can support the Department of Tourism and Culture of Bekasi City in making the visual identity of tourism that will bring the tourists to visit.

Keywords: Bekasi, Promotion, Tourism, Visual Identity

1 Introduction

The Ministry of Tourism said that foreign exchange from the tourism sector in 2016 amounted to 13.568 billion USD was in second position after the palm oil industry (CPO). Throughout 2016 Indonesia was visited by 11.5 million foreign tourists, so this sector has an important role in contributing Gross Domestic Product (GDP) [1].

Bekasi city became one of the tourist destinations visited by local tourists from nearby areas such as Karawang, Cikampek, Bogor, and East Jakarta. Tourism activities supported by various facilities and services provided by the community and entrepreneurs are MICE (Meeting Incentive Convention Exhibition), education, sports, culinary, shopping, history, and culture.

The tourism vision according to the Regional Tourism Development Master Plan (RIPPDA) of Bekasi City 2013-2028, is realizing the city of Bekasi as MICE, education,

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sports, and cultural tourism destination, are necessary for promotion activities that can support these activities, which has not been maximized, so the potential of Bekasi city tourism has not been known by the public, even the Bekasi City Tourism Office does not have a visual identity that can be applied to various promotional activities.

The creation of a visual identity for this city is required as a sign of a product or service that will differentiate it from similar competitors. Therefore, designing the visual identity of Bekasi is an effort and appropriate action to be able to promote tourism potential and can add value for Bekasi as an identity that fulfill the expectations of citizens and describe the condition of Bekasi.

2 Theoretical Review

A brand is a sign of a product or service that also has visual and verbal elements such as logos, names, and slogans that will distinguish them from similar competitors. In creating a brand there is a very important element of logo. Logo is a letter or symbol that has a meaning, which consists of one or more words that become the identity of the company or organization [2].

To show the target, it should take the right marketing. Marketing is a social process that creates, offers, and freely exchanges value products with others, between individuals and groups to get what they need [3]. In addition, promotions have various forms of activities, including: advertising, sales promotions, personal sales and publicity that are part of the marketing mix to obtain the goals of the company or organization [4]. In the presentation of advertisements, illustrations become an emphasis that can allow readers to describe information, because the main purpose of an illustration is to attract the reader's attention, and communicate the advertising ideas so that the advertisement can be trusted [5].

AISAS (Attention, Interest, Search, Action, Share) is a media strategy that is mostly done by various companies or organizations that replace the previous consumer behavior process model called AIDMA (Attention, Interest, Desire, Memory, Action), this change is due to changes in consumer behavior related to technological developments by sharing and searching through gadgets [6].

From the various definitions above it can be assumed that a product or service must have the right identity to market a product or service, as well as to provide information and display characteristics that make it different from others.

3 Methods

The data were collected through interview instruments at Bekasi Tourism and Culture Office, distributing questionnaires, observing research objects in Bekasi city, and studying the literature to obtain theories as analytical tools, and perform similar matrix analysis to observe effects on design objects and conclude them to be used as materials for the design process [7].

4 Result and Discussion

This study describes that the tourism city of Bekasi does not have a visual identity, which can be used optimally in tourism promotion activities, whereas Bekasi has a diverse tourism potential: MICE, education, sports, and culture, shopping and culinary, therefore, designing visual identity is an effort and action appropriate to be able to promote tourism potential and can provide added value to fulfill the expectations of residents to the progress of Bekasi city.

From the results of data analysis and theory, then formed the concept of messages, creative concepts, visual concepts, and the concept of media to serve as a reference visual identity design and tourism promotion.

4.1. The Message Concept

The message concept is to deliver the affordable tourism sector of M.I.C.E in Bekasi. Affordable is not only in terms of geographic and economic location but strategic as the gateway of West Java and close to the capital city of Jakarta.

Formed the tagline "Startling" is perfect with the big idea that is amazed at the affordability of tourism Bekasi, and also has a sub headline "Start the wonders of West Java here" which asserts that Bekasi as the gate of West Java province.

4.2. The Creative Concept

Using a rational communication approach that conveys the message logically to direct the target in determining the right and correct choice.

4.3. Visual Concept

Visual concept consists of illustrations, typography, colors and layouts. The use of illustrations to attract targets should be interesting and acceptable. Illustrations that will be used are appropriate with the communication approach that is rational by displaying photography. For illustrations on the logo using distilled images, while for typography use serif type fonts in accordance with the logo of the main tourism "Wonderful Indonesia".



Fig. 1. Logo of Wonderful Indonesia

The use of color refers to the tourism logo "Wonderful Indonesia" and also the characteristics of Bekasi are blue, green, orange, purple, and magenta which each has the following meanings:

- ■ Blue means universality, peace, and consistency
- ■ Green means creativity, environmentally friendly, and alignment
- ■ Orange means innovation, the desire to change and openness
- ■ Purple means the power of imagination, faith and unity of body and soul
- ■ Magenta means balance, sensitivity, and practical thinking

4.4. Media Concept

In accordance with AISAS, the media concept is designed to be used as a reference in the logo design and application process, the media used are posters, x banners, brochures, maps of tourism, merchandise, social media, and websites, as listed in table 1.

Table 1. Media concept

	Goals	Media
A <i>(Attention)</i>	Make the target market aware and pay attention to ongoing promotions.	Poster, x banner, brosur, billboard, social media
I <i>(Interest)</i>	Make target market interest with ongoing promotions.	Social media, website, poster
S <i>(Search)</i>	Make the target market searching about the detail information on ongoing promotions.	Social media dan website
A <i>(Action)</i>	Make the target market give some feedback from the promotion.	Social media
S <i>(Share)</i>	Make the target market share their experiences about the activities during promotion.	Social media and merchandise

4.5 Design

4.5.1 Logo Startling Bekasi

The process of forming the logo of Bekasi tourism by designing illustrations from some Bekasi icons that have been in the stilation and also the use of the font of the tourism master logo is "Wonderful Indonesia". As seen in figure 2.



Fig. 2. Logo's process of Startling Bekasi

Figure 2 shows the process of creating the logo of the city's tourism Bekasi by designing illustrations of stylized pictures and also the use of fonts from the main tourism logo that is Wonderful Indonesia.

4.6 Promotional Media

The promotional media design above (figure 3) is a banner that presents pictures of tourist attractions in the city of Bekasi that will be placed during tourism exhibitions in Indonesia, several restaurants, hotels and malls in the city of Bekasi. Equipped with brochures and posters (figures 4 & 5) which have their own goals in promoting the tourist city of Bekasi



Fig. 3. Banner of Startling Bekasi

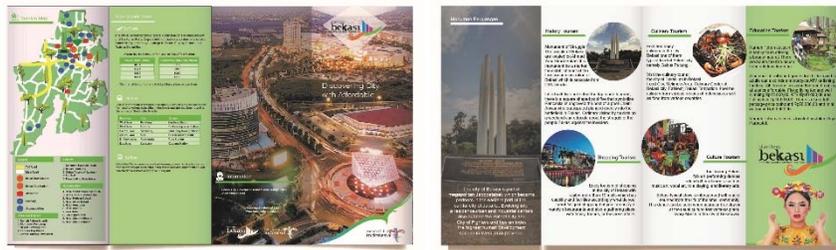


Fig. 4. Brochure of Startling Bekasi



Fig. 5. Poster of Startling Bekasi

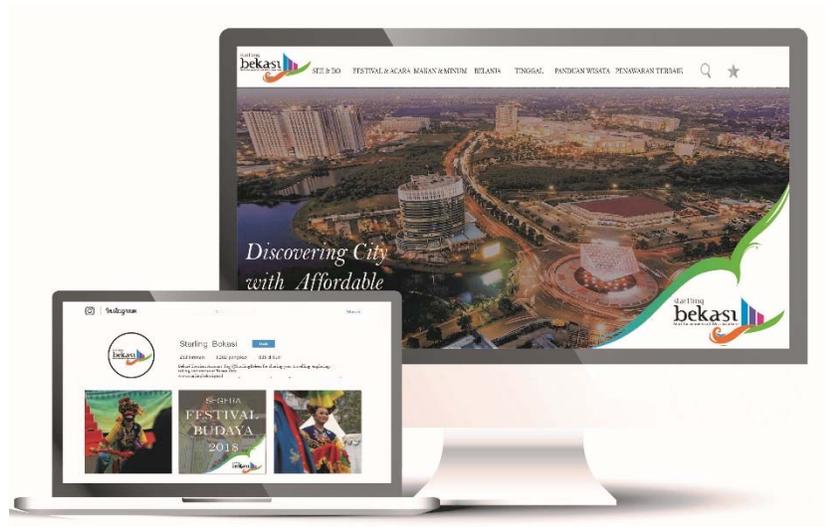


Fig. 6. Social Media of Startling Bekasi



Fig. 7. T-Shirt of Startling Bekasi



Fig. 8. Hat of Startling Bekasi

5 Conclusion

The visual identity of Bekasi city tourism is made by adopting some local components that are the identity of regionalism and refer to the visualization of Wonderful Indonesia. So the relationship can be felt to the promotion of Wonderful Indonesia, because it is still part of whole Indonesia's tourism activities. This visual identity can be applied in various media campaigns as a solution to spur promotional activities which impact is expected to increase Bekasi tourist visits.

Acknowledgement

- Dr., Drs. Didit Widiatmoko Soewardikoen, M.Sn. as an examiner
- Kusumaning Hedywati, S.S.T.P., M.A.P., Head of Promotion Section of Bekasi City Tourism and Culture Office.

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