

# Mobile Application Design for National Monument Tourism

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## ABSTRACT

Monas is one of the key destinations in Indonesia. According to the most recent data, the Head of the UPK Monas said that at least 20.000 people visited Monas in one day. However, there are only 11 tour guides in Monas, which has caused a decrease in the interest of local and foreign visitors, especially young adults aged 18 to 34 years. This design process using the primary data that was obtained from interviews with Monas managers through social media and spreading the questionnaires to 200 people. Meanwhile, secondary data obtained from the literature review related to the design project. The result is an interactive media mobile application design to help visitors find information about Monas easily with the supporting media for its mobile application, such as Instagram Feeds, web banners, and also x-banners. The media design uses Nunito Sans typeface as a font, while the color palette uses a gradation of yellow, dark gray, and white bone taken from the color of the Monas monument. Visual mobile applications use a modern, simple, and rounded style, which represents a trend in UI application that are being widely used today.

**Keywords:** Educational Media, Mobile Application, National Monument, Project

## 1. INTRODUCTION

The world of tourism is a universal world which means that tourism is a necessity for all human beings in the world. Indonesia is a country that is rich in regions, one of which is the National Monument [1].

The National Monument or more popularly known as Monas is a monument erected to commemorate the struggle of the Indonesian people in fighting for independence. Mostly we hear the comments that say, "We haven't gone to Jakarta if we haven't gone to Monas." This shows that basically, Monas is one of the most important destinations in Indonesia [2]. Referring to the capital's icon, historical background, development goals, and the name Monas itself, this is a monument that has become an icon of the great unitary state of the Republic of Indonesia. Basically, Monas is one of the most important destinations in Indonesia.

## 2. BACKGROUND

Head of the UPK Service Section at Monas, Endrati said that at least there are 20 thousand people visited Monas in one day, but the Monas tour guides were only 11 people [3]. The impact of the lack of guides is that the interest in local and foreign visitors has decreased, and which has an effect on Monas' income [4]. Based on the collection of accidental sample data from the characteristics of local Monas visitors. There were 183 respondents as 78 male respondents or 42.6%, while 105 or 58.9% female respondents, and based on age explained 33.9% of respondents which aged 20-30

years. So the conclusion is most of the respondents are aged between 20 to 30 years and are female [5].

According to Ambrose and Paine, a museum is not only a place to educate the public but a place of learning, which includes a place where visitors can gain experience [6].

Suwantoro said that a tour guide is someone who provides explanations and instructions to tourists and other travelers about something that will be seen when visiting a certain object, place, or tourist area [7].

Based on the data theory from Pressman and Bruce, mobile applications are specially designed for mobile platforms (e.g. iOS, Android, and others). The operating system supports the use of various types of smartphones to carry out an activity, with various supporting application features, in the form of daily needs such as education, e-commerce, news, health, and others [8].

From the theory and the data collection of smartphone users, it can be concluded that the application could be a solution to the problem of lack of tour guides, which is an important role in introducing tourist attractions, as well as learning Indonesian history. So, this solution is effective and efficient for use in this digital era.

## 3. METHODS

### 3.1. Methodology of Visual Communication Design

In designing this application, we need to formulate a problem and solve them with our design. Then we

determine the design goals, organize literature studies from trusted news, websites, and journals. After that, we collect data from our questionnaires, observe tourist attractions, and last but not least, our interview, this process is called pre-production.

In production, we design interactive media displays in the form of Monas application and the supporting media such as Instagram Feeds, web banner, and x-banner with Adobe Illustrator.

In post-production, we make the design into application interface with Adobe XD, animating the illustrations with Adobe After Effects and final cross-check the design, completeness of the application and also the promotional media.

**3.2. Method of Collecting Data**

The first one is primary data. Data collection in this design is collected and processed by the authors themselves. The primary data are obtained through interviewing UPK Monas via direct messages on Instagram, on September 28<sup>th</sup> and 29<sup>th</sup> 2020. The next step is distributing questionnaires through Google Forms media to 200 respondents aged between 18-34 years. After that, we directly observing Monas and concluded that tour guides were rarely seen besides guiding groups of school students. Besides that, there were also some visitors who didn't know the existing facilities at Monas.

Then, the secondary data is obtained from literature studies by collecting valid information from granted news sources, websites, and journals on the internet, for example, the official website of Monas, Kompas.com, Idntimes, Beritasatu, etc.

**3.3. Method of Data Analysis**

According to Riadi, SWOT analysis has a function to obtain information from situation analysis and separate it into internal issues (strengths and weaknesses) and external issues (opportunities and threats) [9].

By looking at the strength, with us having digital tour guide, this mobile app can be used directly and independently. They're also easy to use, and users can ask questions and give suggestions directly to the Monas admin. They can be accessed anytime, anywhere, we can save our money with this app instead of spending it with a tour guide, which budget costs can be allocated to other Monas facilities.

The problem is, the live chat feature requires an internet connection, so that the Monas manager can provide real-time replies to visitors' questions. It also harder to make user interface on mobile device in comparison to a desktop application. The minimum amount for creating a mobile app is generally more than 20.000 USD. The cost of an application development crew [10]. According to Miftahul Rizki, it is possible that the time for making applications to design a mobile application could be 1 to 3 months [11].

From the opportunity, Monas management have never made an official Monas app and this is our chance to improve the tourism sector through mobile app. Monas

visitor are also very interested in using this Monas mobile application.

However, we need to understand there is a threat as business competitors, and they are National Museums that already have mobile app before Monas. Mobile games that have dominated the entertainment industry, which mostly liked by people from younger to older demographic [12].

**4. FINDINGS AND DISCUSSIONS**

**4.1. Target Audiences**

The mobile app we're making, focuses on visitors in Jakarta area, aged 18 to 34 years, men and women with middle to high economic levels. From psychographic analysis, the target audiences have modern and adaptive character.

**4.2. Key Facts**

The facts were found based on analysis that had been concluded. They play important role in packaging decision is Monas is an icon of the city of Jakarta, even Indonesia, The design of this mobile application is made to make it easier for visitors to provide a digital tour guide, Monas Jakarta application was made because the level of interest of the people of Jakarta in smartphones is high, and 80% of respondents stated that they had difficulty finding information on Monas facilities when visiting Monas, and 100% of respondents agreed with the mobile app, visitors would be more interested and understand about Monas. Based on the questionnaire, that was filled by 200 respondents, the results show that:

Percentage of respondent's domicile

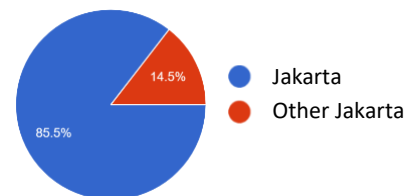


Chart 1: Respondent's domicile (Source: Personal Document)

Percentage of respondent's gender

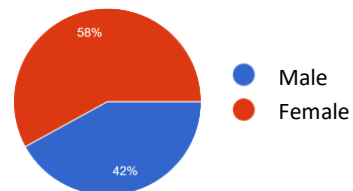


Chart 2: Respondent's gender (Source: Personal Document)

Percentage of respondent's status

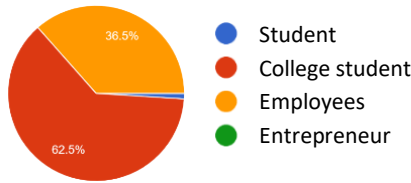


Chart 3: Respondent's status  
(Source: Personal Document)

Percentage of respondents who have difficulty finding information when traveling to Monas

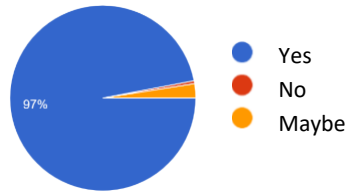


Chart 4: Respondent's difficulty  
(Source: Personal Document)

Percentage of many respondents who use public transportation to Monas

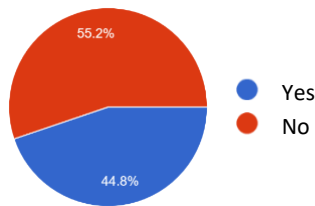


Chart 5: Respondent using public transportation  
(Source: Personal Document)

Percentage of respondents' opinion about app

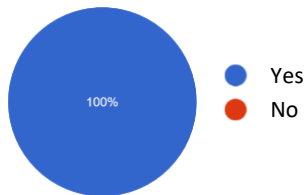


Chart 6: Respondent's opinion  
(Source: Personal Document)

Based on the obtained data, there are quite a lot of respondents who have difficulty when finding information or public transportation to Monas. Related to it, all respondents will be more interested and understood Monas, as soon as it has a mobile app.

**4.3. The Concept and Creative Strategy**

The creative strategic used by researchers is to create an efficient display design to make it easier for users to get

information. The typography and colors used for the mobile app, are also used for promotional media. The mobile app featured animated illustration that can attract visitors to use this mobile app.

While the creative concept has two ways, there is keyword that modern, young, and close to visitors. The big idea of this concept is to design user interface of mobile app that aims to attract visitor interest and also convey information faster to visitors and all people in Jakarta.

**Table 1** Storyline Monas Jakarta

Pages	Description	Button
Splash Screen	Displays the app logo in 2 seconds long	-
Onboard-ing Screen	4 slides containing animated flat graphics as symbols of the features in the application.	Left, Right, Start
Log in / Sign up	A user profile data will be used during a live chat with the Monas' admin	e-mail, password, and skip
Beranda	Contains the latest Monas news, greetings, and user settings	Settings, scroll, navigation menus (beranda, fasilitas, Monas Care, Peta & Rute, Tips & Trik)
Pop-up Pemberitahuan	The pop-up banner that appears automatically, containing the latest notification about Monas	X (close)
Fasilitas	Inform the facilities that available at Monas	8 Monas facilities, navigation menus
Monas Care	Live Chat feature with Monas directly	Keyboard, navigation menus
Peta & Rute	Maps & Routes Maps within the Monas area and public transportation access routes to Monas Public transportation routes	8 public transportation routes, route images, navigation menus
Tips & Trik	Shows tips in the form of what must be obeyed when traveling at Monas, and tricks to make going to Monas more fun and easy	Slide tips, slide tricks, navigation menus

(Source: Personal Document)

#### 4.4. Creative Decision

Through verbal decision, we need to make sure that we are approachable to our target audiences, by choosing the right wordings and approach, and we use friendly verbal styles since our target audiences are young adults. On the main page of the app, there are user greetings that immediately mention the username. Studies have shown that the communicators or the users will feel more comfortable when they are called using their own name. After making verbal decision, we make visual decision. First, we designed the logo The Monas Jakarta application logo is adapted from the “Enjoy Jakarta” logo.



**Figure 1** Enjoy Jakarta Logo  
(Source: en.wikipedia.org, 2020)

After we finalized our logo, we create our mascot. The mascot will use the Garuda bird as its reference. This Garuda bird also wears a sash that says Monas Jakarta.



**Figure 2** Garuda Bird  
(Source: liputan6.com, 2014)

Visual mobile applications use a modern, simple, and rounded style, which represents a trend in UI application that are being widely used today.



**Figure 3** User-flow design  
(Source: Personal Document)

The color palette uses a gradation of yellow, dark gray, and white bone that is taken from the color of the Monas monument. These colors are:



**Figure 4** Monas Jakarta Color Palette  
(Source: Personal Document)

The type of font used is the Nunito Sans font. The typography has a simple impression, that will make easy-reading for user.

Nunito Sans  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Nunito Sans Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

For this project, we made 4 medias, the first one is a mobile application with 50 artboards and the size is 1920\*1080 px. The second one is an Instagram Feeds with a duration of 3 to 5 seconds and the size is 1080\*1080 px. The next one is web banner with the size is 945\*379 px. And lastly is x-banner with the size of 80\*200 cm.

4.5. Design Media

4.5.1. Main Media

4.5.1.1. Logo



Figure 5 Monas Jakarta App Logo (Source: Personal Document)

4.5.1.2. Navigation Menu Icon



Figure 6 Monas Jakarta App Icon (Source: Personal Document)

4.5.1.3. Mascot

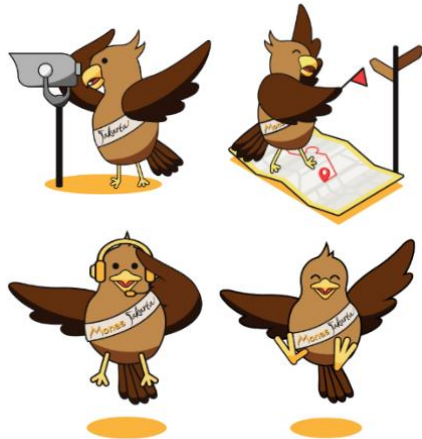


Figure 7 Monas Jakarta mascot (Source: Personal Document)

Interface design for this mobile application uses a modern, simple, and rounded style, which represents a trend in UI application that are being widely used today.

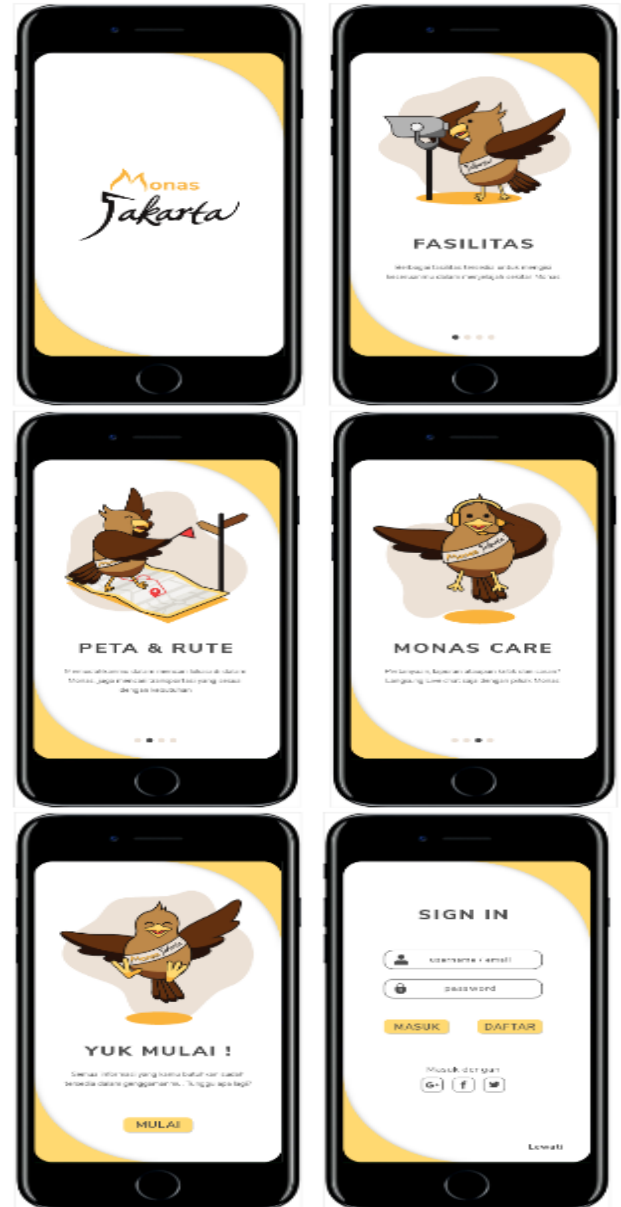


Figure 8 Monas Jakarta introduction pages (Source: Personal Document)

The character called “Burung Garuda” illustration can be seen at the onboarding screen. Each page has different animated illustrations to explain the features of the application in brief, that also one log-in page to store user data for the Monas team needs.



Figure 9 Monas Jakarta main pages (Source: Personal Document)

Monas Jakarta has five main pages and each page can be selected in the navigation menu located on the bottom of each application page. First, there is the homepage, displaying short greetings to the user, the user settings menu, and the most recent news about Monas. There is the Monas Facilities page that is information on public and special facilities for Monas that can be slide and click on each menu. Then the Monas Care page, where users can ask questions or submit suggestions directly to the Monas management team. Next, there is the Maps & Routes page which displays a map of the area around Monas that can be shifted, and below the map, there is an advanced menu of public transportation routes. Last, there is a Tips & Tricks page that displays tips when traveling at Monas.



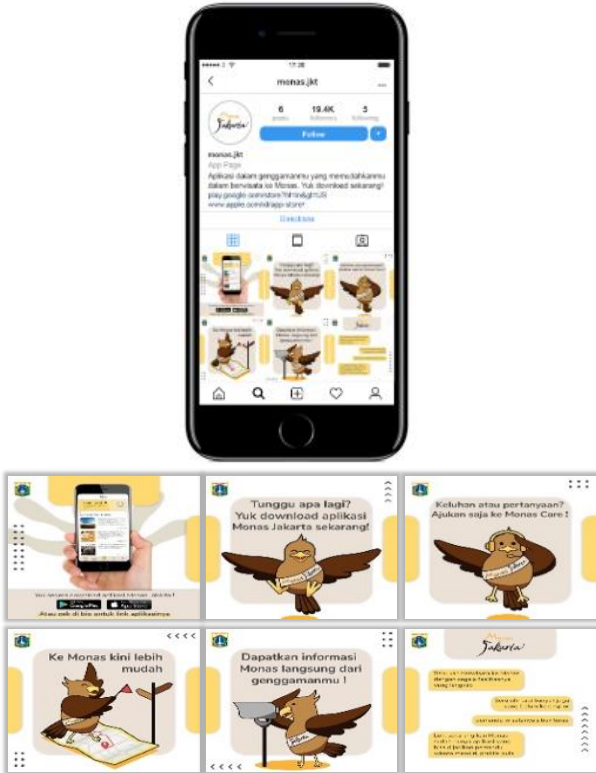
Figure 10 Monas Jakarta sub-main pages (Source: Personal Document)

In the main menu of the application, Monas Jakarta also has a sub-page that displays further information from each of its main pages. On the home page, there is a pop-up banner,

user settings page, Monas interesting facts page, and also further information from Monas news. Next, a further facility explanation sub-page will appear when the Monas facilities menu is clicked. Moreover, there is the Maps & Routes sub-page, there are three public transportation route menus and also a menu that displays images of public transportation routes.

**4.5.2. Promotional Media**

**4.5.2.1. Instagram Feeds**



**Figure 11** Monas Jakarta Instagram Feeds  
(Source: Personal Document)

**4.5.2.2. Web Banner**



**Figure 12** Monas Jakarta Web Banner  
(Source: Personal Document)

**4.5.2.3. X-Banner**



**Figure 13** Monas Jakarta X-Banner  
(Source: Personal Document)

**5. CONCLUSIONS**

Data collection for the design that has been carried out on adolescents aged between 18 to 34 years through Google Form shows that quite a lot of Monas visitors still have difficulty finding information and the location of Monas facilities. From the problem data that already obtained, this solution is to make it easier for Monas visitors, namely the Monas Jakarta mobile application. Monas Jakarta is a digital tour guide whose role is to convey information that is closer to visitors and more interesting.

**ACKNOWLEDGMENT**

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