

Citilink Journey Promotional Design

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Abstract. Citilink Journey is a domestic travel package program from Citilink Indonesia with travel agency service system. Unfortunately, travelers have less preferences with using travel agency service because they want practical, fast, and transparent vacation solution offered by direct-to-consumers websites and applications. Due to the differences in terms of pricing for tickets, hotels, places, and the traveler's needs for information, the situation creates an opportunity for promotions of Citilink Journey, Citilink Journey has a package feature including round trip airline tickets, hotels, local culinary, amusement tickets, transport, driver, and a tour guide. "Citilink Journey's Promotional Design" intends to gather attention, educate, remind, and assure the audiences to use Citilink Journey. The promotional design uses qualitative methods to accumulate data such as literature study, interview, observation, and questionnaire followed by SWOT and AOI analysis. Design is aimed to 20-25th years old young adults with occupation as fresh graduates or first jobbers in Jakarta. Applied design strategy approach will result a visual concept and creative media which fit with activity, interest, and opinion of the targeted audiences. Big idea of the design is to using webpage and 60 seconds video to introduce the features and benefits of Citilink Journey.

Keywords: Tourism, Service, Promotion, Design.

1 Introduction

Indonesia has very high travel and tourism potency, especially when compared to its neighbors around South East Asia. The potency comes from huge varieties of places and activities which could be done by the tourists. Unfortunately, in reality, Indonesian travelers prefer to visit abroad which indicated by the growing numbers of them by 6.3 million travelers in 2014-2015 only. One of the reasons why Indonesians prefer to have vacation abroad because of there are lot more ad promoting these packages. According to data from JAKPAT's Indonesia Travelling Plan, 52% of vacation planners age around 20-25 years old, allocating 1-3 million rupiah for vacation budget, within duration 1-3 days. Through an interview with a well-known traveler figure, Alyaputri Zayyan Shafa, stated that travelers need information and people with experiences either about the place or the trip itself, and also has a tendency to travel with significant or packs with friends. Citilink Indonesia has a domestic travel package program which called Citilink Journey. The program has a feature to select vacation package from various domestic destinations. In the package it is already

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included Citilink Indonesia round-trip flight tickets, hotel for three days and two nights, local culinary, amusement tickets, transport, driver, and tour guide. These features are priced within 1-3 million rupiah. Unfortunately, the travelers do not have interest in travel agency service system which Citilink Journey is with only 33% of travelers plan to use travel agency service. One of the reason is there is an outbreak of direct-to-consumers website in tourism and travel, which considered to be easier, quicker, and transparent.

However, the outbreak of direct-to-consumers websites which offers would-be consumers with a lot of price differences from airline tickets, hotel, and a minimum information regarding places of interests bring an opportunity. Not to mention, travelers have their own need for transportation, consumption, and information of travel destinations which furthermore complicate vacation planning. From these points, the writer aims to design a promotion strategy and media to gather attention, educate, remind, and ensure the target audiences to explore Indonesia with Citilink Journey.

2 Methods

2.1 Research Methods

The author uses qualitative method in this research. Qualitative is a natural approach to social issue by rightful description in words based of relevant data gathering and analysis [1]. In the research, the author collected data and information through observation, interview, literacy study, and questionnaire. Observation is a method to observe directly and acknowledge object, situation, index, and meaning to gather research data [1]. Interview is a data(s) gathering method with a purpose to possess information from direct source, either with interview or questions-and-answers [1]. Literary study could be done if the studied documents belong to relevant criteria with the research topic or able to fulfill author's need of information.

The research uses analysis method of SWOT and AIO Kotler [2]. SWOT is a technique to analyze internal and external environments of a specified organization through identification and assessment of strength, weakness, opportunity, and threat. AIO is a target audience analysis method from their lifestyle which is expressed through into Activity, Opinion, and Interest [2].

2.2 Data and Analysis

Citilink Journey is travel agency service from Citilink Indonesia which offers 3 days 2 nights holiday packages to various domestic vacation hotspots. The packages included with round trip Citilink Indonesia tickets, hotel, consumption, amusement tickets, transportation, driver, and tour guide. Unfortunately, travel agency system is not a favorite among travelers. Based from JAKPAT's Indonesians Travelling Plan there are only 33% of travelers plan to use travel agency system due to outbreak of direct-to-consumers web in tourism and travel which offers practicality and transparency. Still according to JAKPAT's Indonesians Travelling Plan, 52% of travelers are among 20-25 years old with a tendency to travel either with friends or significant other. An interview with a well-known traveler and public figure named Alyaputri Zayyan Shafa confirms this, while also inform the author in which travelers are always in need of various factual and credible information regarding their vacation spots to ensure well-turned vacation experience. From data gathered by JAKPAT, it is known that travelers only allocated IDR 1-3 million for holiday budget and prefer 1-3 days of vacation..

3 Results and Discussion

3.1 Target Audience Data

- Geographical

Authors carry out research for target audience in DKI Jakarta due to high density of 20-25 years old either as fresh graduate or first jobber. DKI Jakarta's status as a center for business activity attracts these intended target audiences which results in 700 thousands persons by number.

- Demographic

Age: 25 - 25 years

Gender: Male, Female

Job: Students, Fresh Graduate, First Jobber

Education: Diploma, Bachelor

Income: Upper & Upper middle (AB)

The target audience is focused on person within category of 20-25th years old which is part of present Millennial generation whom values new experience more than materials. The said generation is also called digital native due to their familiarity in digital lifestyle and how much their activities in digital realms. It is characterized as an active, open-minded, up-to-date generation backed up by social media activities. Further with a fact in which travelling has become a lifestyle.

3.2 Design Concept

3.2.1 Communication Objectives

Based on the objective of Promotion by Buchari Alma, the authors settle on the objectives of attracting attention, educate, remind, and persuade target audiences of a service.

3.2.2 Message Strategy

The research is based on acquired data about the service and target audience followed by SWOT and AIO analysis methods which has been done before results in a message to be delivered to the audience with planned media. The message is defined from the mix of Citilink Journey's product benefit which is a whole complete feature for vacation with only one payment and target audience's consumer insights which is their need of information and supporting facilities during their time of vacation. From the mentioned before mix, the author devised a message "*Senang-Senang Dengan Tenang*" or "have fun conveniently" to highlight benefits of choosing Citilink Journey as vacation partner for a vacation without any hassle at all. In order to further push the message and put Citilink Journey ahead of its main challenge, the ads visual of various moonlights gives stressful moment during planning and booking vacation with conventional direct-to-consumers web due to high numbers either of the webs available, price differences, or transport ticketing and hotel booking availability. The author compares these situations to *deadline* due to their stressful and clock-ticking feeling.

3.3 Visual Concept

From the results of the analysis, to keep up with the trend for purpose of relate to the audiences with ease, the author use the following moodboard for visual reference.



Fig. 1. Moodboard Target Audience (Source: Google, Pinterest, Instagram)

The authors use certain fonts applicable with intended target audience, legibility, and its function on media. Fonts used are Tw Cen MT Condensed Bold, Tw Cen MT Bold, Tw Cen MT, and CHAWP.

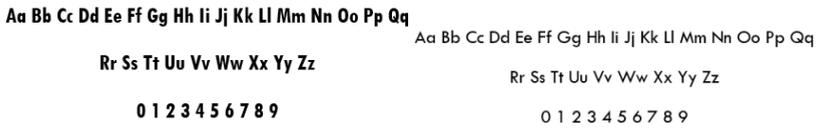


Fig. 2. Font Tw Cen MT Condensed Bold (Source: Author)

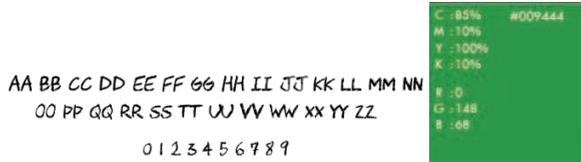


Fig. 3. Font chawp and color scheme (Source: Author)

To drum Citilink Journey deep enough into audience’s mind, authors use default corporate color from Citilink Indonesia and Citilink Journey. The concept for the promotional design’s key visual is taken from the service and target audience analysis done before.



Fig. 4. Key Visual (Source: Author Documents)

3.4 Media Concept

Based on AISAS communication model to anticipate target audience’s behaviors in digital age is due to their non-linear phases from *Attention, Interest, Search, Interest, and Share*.

3.4.1 Key Visual Application

Citilink Journey’s promotional design applies its key visual on various media such as billboard, transit ad, and out-of-house media with the objectives of garner audience’s attention.



Fig. 5. Key Visual Application on Billboard, Transit Ad, and Out-of-House Media (Source: Author Documents)

3.4.2 60-secs Video

The video visualizes stressful situation of a woman while planning and booking for vacation comparable to deadline, while also tutoring the audiences how to use Citilink Journey’s web as its main media for the promotional design. The video is to be put on social media such as the well-known video sharing platform YouTube and Instagram for 60 seconds to gather audience’s interests. The video also applied to out-of-house media.

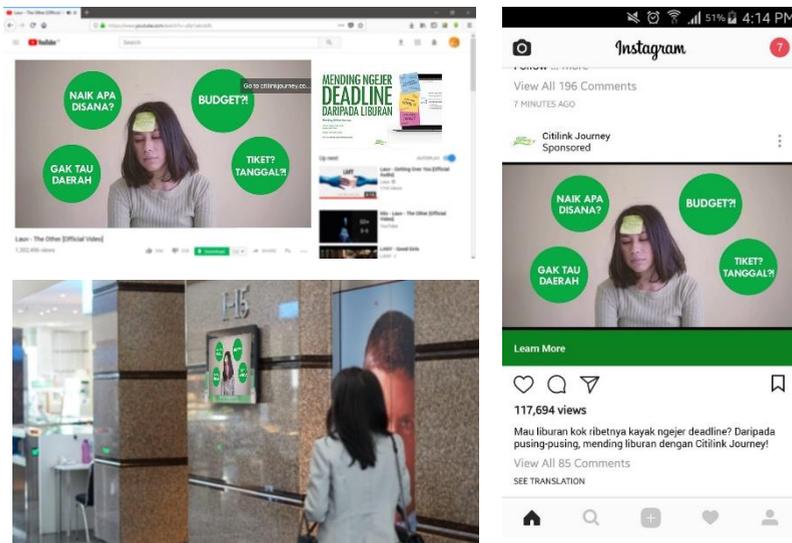


Fig. 6. 60-secs Video in YouTube, Instagram, and Out-of-House Media (Source: Author Documents)

3.4.3 Website

Main media of the promotional design is the Citilink Journey’s website which has three main features to facilitate *Interest*, *Search*, *Action*, and *Share* phase from AISAS.

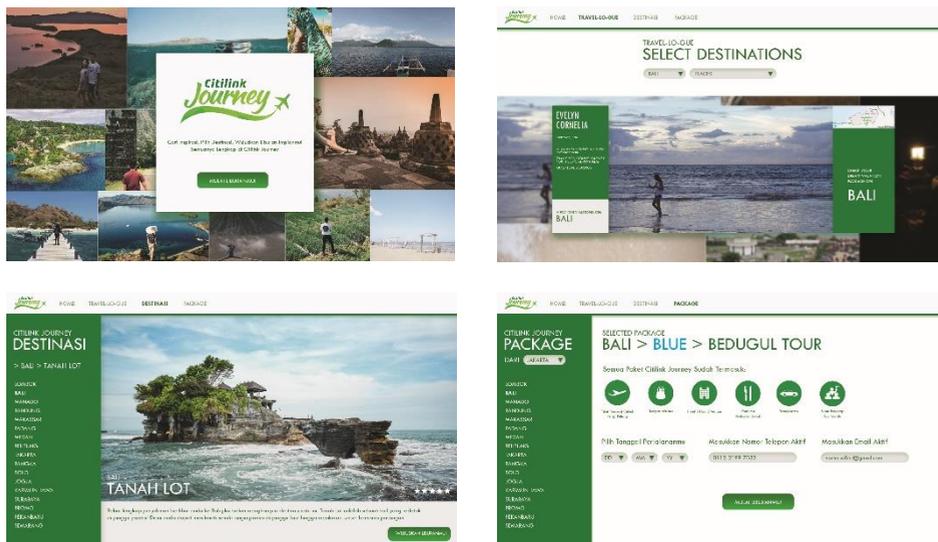


Fig. 7. Citilink Journey’s Website Interface From Welcome Page, *Travel-Lo-Gue*, *Destinasi*, & Package Order (Source: Author Documents)

All of Citilink Journey web’s main features are interconnected to guarantee optimum customer’s user experiences. Starts from *Travel-Lo-Gue* which is an image sharing platform to visualize various destination with *instagramable* photos to tempt the audiences, continues to the *Destinasi* page which contains brief, precise, and tempting Citilink Journey’s destination information. Both of these previous features are intended for *Interest* and *Search* phase. The final features is the Package Order page in which the would-be consumers could select, order, and buy the package while reminded of the benefits using Citilink Journey as their vacation partner.

3.4.4 Social Media (Instagram) Account

Instagram account for Citilink Journey is made specifically as *Travel-Lo-Gue* extensions in order to gather target audience’s interests.



Fig. 8. Citilink Journey’s Instagram (Source: Author Documents)

3.4.5 Totebag Merchandise

A bag with a provocative headline on it is to promote Citilink Journey's web to gather attention.



Fig. 9. Totebag Merchandise (Source: Author Documents)

4 Conclusion

Citilink Journey is travel agency service from Citilink Indonesia which offers complete package to various domestic vacation hotspots. Unfortunately, travel agency service is not a favorite within traveler's community due to their preference with direct-to-consumers web which they thought to be much more efficient, convenient, and transparent.

The outbreak of direct-to-consumers web in travel and tourism has a chance to become a double-edged sword. The outbreaks present an opportunity to promote Citilink Journey due to the stressful situation of planning and booking because the consumers are overwhelmed by options, not to mention traveler's needs for reliable information regarding their vacation destinations. In Citilink Journey's promotional design, the authors exploit these opportunity. Promotional design uses website as its main media to provide would-be consumers with holiday inspirations, in-depth information, and vacation package order. The promotional design also uses 60-secs video in social media and out-of-house, key visual application with billboard, transit ad, and out-of-house media. Citilink Journey's promotional design also applies Instagram as their social media engagement platform based from website. It is followed last by merchandise tote bag which provocative headline written on it while also inform about Citilink Journey's website address.

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