

Designing a Tourism Attraction Promotion of Gajah Mungkur Reservoir

Safira Rizky Rachmania Hadi^{1*}, Yelly Andriani Barlian²

^{1,2}Visual Communication Design, Telkom University, Bandung, Indonesia

Abstract. The tourism attraction of Gajah Mungkur Reservoir is the oldest tourism destination in Wonogiri and has been equipped with various means of tour, such as animal park, water-boom, swimming pool, a children's play area, water tourist, Tombo Galau park, culinary cultivation and many more activities that can be done in the tourism attraction. The promotion has been done by the tourism attraction of Gajah Mungkur Reservoir is still not effective and less competitive with other tourism attraction in Wonogiri. The writer use qualitative methods to generate interest in visitors when they come to tourism attraction of Gajah Mungkur Reservoir. The writer uses the media to procurement event to tighten the relationship of a family where the family becomes the target audience from that promotion planning.
Keywords: promotion, tourism, Gajah Mungkur Reservoir, family, event.

1 Introduction

Wonogiri has beautiful natural scenery, various tourist objects, cultural arts as well as unique food and crafts. Wonogiri has potentials that can be improved and developed, one of which is a tourist attraction Gajah Mungkur Reservoir. Based on interviews with the head of the Technical Implementation Unit (UPT) of Gajah Mungkur Reservoir, Pardianto, that Gajah Mungkur Reservoir is an artificial lake of 8,800 hectares planned, constructed, inaugurated and managed by Badan Besar Wilayah Sungai Bengawan Solo in 1964 to 1982 primarily as a flood controlling Sungai Bengawan Solo. After inaugurated in 1982, the government of Wonogiri district developed Gajah Mungkur Reservoir became a tourist attraction because at that time the object of tourism in Wonogiri was still small. Gajah Mungkur Reservoir is equipped with various tourist facilities, such as wildlife park, waterboom, swimming pool, children's play area, boat ride, rabbit train, Tombo Galau park, culinary specialty fish, gift shop and various activities carried out within the tourist attraction. Visitors in 2015 as many as 281,431 and in 2016 as many as 288,504 visitors. According to the head of UPT Gajah Mungkur Reservoir Tourism, the target of the visitors should still be improved due to the emergence of new tours that are trending in Wonogiri. It makes the visitors increase tourist attraction Gajah Mungkur Reservoir is still relatively small, as many as 7,073 visitors from 2015 to 2016. The object of the Gajah Mungkur Reservoir is to innovate to attract visitors by updating the facilities following trends such as the addition of new means of fish therapy and Omah Jungkir inspired by the tours in other districts. But there are still many people of

* Corresponding author: sandhika_nia@yahoo.co.id

Wonogiri and the wider community have not known the innovations made by the object of the Gajah Mungkur Reservoir. Promotion has been done by the object of Gajah Mungkur Reservoir through Getok Nular (word of mouth) as main promotion media, social media (Instagram) and brochure. The Wonogiri Regency of Wonogiri (DISPORA) in Wonogiri regency seeks to develop tourism promotion by creating brochures, picture calendars of tourist objects in Wonogiri, banners installed on the edge of the highway in Wonogiri, tourism map, tourism guide Wonogiri, Wonogiri and so on [1]. But the efforts that have been done by DISPORA Wonogiri district only done and scattered within the scope of Wonogiri. Messages and information to be conveyed is not conveyed to the wider community and has not been effective so that there are still many people of Wonogiri and the general public do not know the information about the Object of Gajah Mungkur Reservoir clearly. In accordance with the background of the above problem, the author examines as a journal report of Final Task entitled "Designing a Tourism Attraction Promotion of Gajah Mungkur Reservoir ". By using creative strategy and visual design to the public to know the object of Gajah Mungkur Reservoir in order to attract visitor's interest to visit so that the message and information to be conveyed can be delivered to the public.

2 Literature Review

2.1 Advertising and Media

Promotional mix is company using promotion to build interaction with consumers in a persuasive way to get value [2]. One promotion mix is advertising. Advertising or advertising is a strategy to use communication techniques to reach consumers and deliver messages through the media to influence consumers [3]. Advertising objectives as informing (consumer conscious products), persuading (invites consumers to try the advertised product), remaining value (add value, quality and product innovation), and assisting (efforts to accompany the company's marketing communications process) [4]. According to Ma'ruf Abdullah that the media is an advertising tool that can affect the effectiveness of the message delivered. There are four kinds of media [5]. The first is print media that contains messages using words and pictures, eg classified ads in newspapers [6]. And then electronic media that used electronic technology, such as advertising participation that is in the middle of the show on television. Next is outdoor media which large sized and placed on public places, such as billboards. The last is online media or a media that uses an internet connection, for example swapping banner and interstitial (pop up window) [7].

2.3 SWOT and AISAS Method

SWOT is strength and opportunities to strengthening and weaknesses and threats to minimized. SWOT is to identify factors in an effective and efficient company strategy in discovering and recognizing new innovations [8].

AISAS stands for Attention, Interest, Search, Action, and Share. AISAS is a consumer behavior in the internet or digital age online developed by Dentsu Group (the world's largest advertising company established in Japan) [9].

2.5 Event and Consumer

Events and experiences are activities to create a daily or brand-specific relationship sponsored by the company at a certain time to commemorate the important things [10].

Consumer behavior is the process of searching, buying, using, evaluating and acting after consuming goods or services that meet one's need [4]. Motivation, perception, learning and memory is the process of knowing fundamental consumer responses.

3 Method

The researcher uses several data in promoting a tourism attraction is visual observation, interview with resource persons, questionnaires, study of literature. The researchers divide the target audience by segmentation as explained below.

3.1 Target Audience

Target audience of researcher is families in Karisidenan Surakarta in particular. The family in Karisidenan Surakarta is included in the Prosperous Family Stage III. Prosperous Family III is a family can be fulfilled basic needs, social psychological, and development but has not contributed optimally to society such as material and money [11]. In addition there is an indicator of "recreation/refreshment for at least 6 months" in the Prosperous Family Stage III.

Age range of target audience are 21-3 years old man and woman that married and have a children. Their profession might be labor, store employees, servant of the state, private employees and entrepreneurs. Their social status must be lower to middle class. They might be like vacation, time saving, efficient and practical, love natural stuffs, love to meet and learn something new, recalling memories, like culture, like to take a picture, and socializing.

They usually enjoy family their time that can add proximity, looking for places that are complete or updated to meet their needs, try out new activities to increase knowledge and experience, remember the past by going to a place they've ever visited, share experiences that make they happy and satisfied to the others.

4 Result and Discussion

Strategy message that researcher uses by combining product benefit and consumer insight until become what to say (message).

Table 1. What to Say

Product Benefit	Consumer Insight	What to Say
Has a characteristic water rides	Family Time	Explore the unlimited happiness on family vacation
Can surround a dam of 8,800 hectares with water rides	Efficient and practical	
Complete and up to date facilities	Happy and refreshing	
Culinary typical of the cultivation in the dam	Update on social media	

The communication strategy (how to say) that the researcher uses is "Unlimited Holiday" in the headline of event design. Named "Unlimited Holiday" because the tourism attraction of Gajah Mungkur Reservoir has complete facilities in one place so it becomes a tourism choice for families that can save their day off without having to move places.

4.1 Visual Design Concept

The researchers create a visual concept in designing such promotions based on visual communication design literature review :

4.1.1 Visual Style Reference

On visual posters using photography and illustration to show facilities owned by Gajah Mungkur Reservoir and talent/ visitor and public figure/Wonogiri Tourism Ambassador with additional illustration as a strong eye catcher.



Fig. 1. Visual Reference and Layout

4.1.2 Layout

By emphasizing the visuals and letters using the Jumble Layout and Picture Window Layout due to their regular order (images and text) and displaying their own products (with talents/visitors and public figures or Wonogiri Travel Ambassadors). By using both types of layout so that the information submitted to the target audience is easy to read and understood so that messages can be delivered in the right target.

4.1.3 Typography

Using Serif and Sans Serif fonts because familiar and easily understood by the target audience.



Fig. 2. Typography and color scheme

4.1.4 Color and Logo

Using Peraanom color (Surakarsa warrior flag or guardian Prince Duke of Anom with yellowish green color) and its derivatives that have been applied by the object of Gajah Mungkur Reservoir. In addition it uses blue (and its derivatives), brown (and its derivatives), white and black. The green color represents balance, calm, cool and relaxed. The yellow color symbolizes joy, joy, and happiness. The blue color symbolizes peace, loyalty and honest. Brown color symbolizes safe and comfortable. The white color symbolizes pure, complete, whole and clean. The black color symbolizes the official and the expert. The colors can be as corporate color (color visual identity to build a particular image). These colors are used so that the readability is clearly understood by the target audience.

In the making of the visual logo "Unlimited Holiday" it will combine with icon and typical rides of the tourism attraction Gajah Mungkur Reservoir so it has a characteristic that is easily understood by the target audience that the event from the object of Gajah Mungkur Reservoir.

4.2 Concept of Media

The concept of design that the researcher uses is to invite visitors (target audience) actively explore happily throughout the object area of Gajah Mungkur Reservoir so that the researcher designed so that the experience of exploring visitors or target audience when the holidays

with family become more excited, memorable and unforgettable and lead to a family time valuable.

Creative concept for promotion strategy using AISAS strategy approach to target audience. The following AISAS strategy used by the researcher in the design promotion :

4.2.1 Attention

To attract the target audience, media are created frequently by the target audience with attractive visual styles such as posters, billboards, startups (automotive motorcycle advertising), video profile, banners and vouchers that are published digitally and conventionally.

Attention for Informing				Attention for Persuading, Reminding and Assisting			
No	Media	Place	Week	No	Media	Place	Week
1	Poster (Tourism Attraction)	Bus station, train station, elementary school	1 in April	1	Poster (Pre-Event)	Bus station, train station, elementary school and on road	2 in April - 3 in June
2	Video Profile (Tourism Attraction)	Youtube, train station		2	Billboard (Event)	On road and traffic light	
3	Billboard (Tourism Attraction)	On road and traffic light		3	Banner (Pre-Event)	On road	
4	Banner (Tourism Attraction)	On road		4	Event (Event)	Onk online	3 in April - 3 in June
				5	Voucher (Pre-Event)	Superventure, distribution, bookstores, food stalls and restaurants	

Fig. 3. Attention for Informing, Persuading, Reminding, and Assisting

4.2.2 Interest

To facilitate the target audience's interest in finding information about the tourism attraction of Gajah Mungkur Reservoir through social media. Types of social media that often uses is Whatsapp, Instagram, Facebook and Youtube that can be viewed the official account the tourism attraction of Gajah Mungkur Reservoir and ads in the form of sponsors.

Interest for Informing, Persuading, Reminding and Assisting			
No	Media	Place	Week
1	Poster (Tourism Attraction) (Pre-Event) (Event)	Official account and sponsor for tourism attraction in Instagram and Facebook	1 in April - 4 in June
2	Video Profile (Event)	Youtube, Instagram, Facebook	1 in April

Fig. 4. Interest For Informing, Persuading, Reminding and Assisting

4.2.3 Search

The target audience is invited to seek more information by visiting the exhibition or booth (pre-event) about the tourism attraction of Gajah Mungkur Reservoir event in each district in Surakarta residency equipped with posters, x-banners, banners, and some games and bringing local guest stars from their respective districts. Vouchers obtained from sponsors can be redeemed at booths of each district in Surakarta to receive admission tickets to the event. The existence of an exhibition or booth to increase the interest of the target audience because it can interact indirectly with the tourism attraction of Gajah Mungkur Reservoir.

Search for Persuading, Reminding and Assisting				Action for Persuading, Reminding and Assisting				Share for Informing and Persuading			
No	Media	Place	Week	No	Media	Place	Week	No	Media	Place	Week
1	Booth (Pre-Event)	In town square residency of Karanganyar Surakarta	4 in April - 3 in June	1	Event	In the tourism attraction of Gajah Mungkur Reservoir	4 in June	1	Social Media	Instagram, Facebook, Youtube, Twitter, Line	4 in June - Both Target audience
2	Billboard (Event)	On road and traffic light		2	Banner	On road and the tourism attraction of Gajah Mungkur Reservoir		2	Word of Mouth		
3	Banner (Pre-Event)	On road and traffic light		3	X-Banner Event	In the tourism attraction of Gajah Mungkur Reservoir					
4	X-Banner (Pre-Event)	In town square residency of Karanganyar Surakarta		4	Merchandise	In the tourism attraction of Gajah Mungkur Reservoir					

Fig. 5. Search and Share for Persuading, Reminding and Assisting

4.2.4 Action

Invites the target audience to participate and interact directly in the event organized by the tourism attraction of Gajah Mungkur Reservoir in the form of some traditional and modern games (which can be updated in the next years) for the family so that every member of the family can work equally well when visiting all areas inside the tourism attraction. With

banners, id cards, event brochures like games and some merchandise such as tote bag, hat, tumbler, t-shirt, sticker, pin and keychain and puppet show and present national guest stars. Target audiences can win photo contests when following some games held.

4.2.5 Search

Target audience can share their experience when visiting and follow the event at the tourism attraction of Gajah Mungkur Reservoir to friends and relatives through their social media and official account of the attraction. Word of mouth of the target audience to friends and relatives so that it can become viral.

4.3 Result of Design

4.3.1 Logo and Mascot

It is called "Gajah Mungkur" because its location is in the mountains of Gajah Mungkur (its morphology like elephant with a hill that resembles pabil and the head of elephant with its trunk and "Mungkur" in Javanese means back to back). The selection of images and typography as a brand awareness because it can strengthen brand the tourism attraction of Gajah Mungkur Reservoir with the event "Unlimited Holiday" in the mind of the target audience. The mascot in the "Unlimited Holiday" event combines the icon and rides typical from the tourism attraction of Gajah Mungkur Reservoir is the elephant and water rides (boat).



Fig. 6. Event Logo, mascot, and print ads

4.3.3 Print Ads for Tourism Attraction

Some print ads about the tourism attraction of Gajah Mungkur Reservoir in conventional and digital media whose function as informing to the target audience to know the attraction.

Some print ads on pre-event "Unlimited Holiday" in conventional and digital media that function as persuading and remaining to the target audience in order to be able to interact indirectly with the tourism attraction of Gajah Mungkur Reservoir. Some print ads on "Unlimited Holiday" event in conventional and digital media that function as persuading, remaining and assisting to the target audience to participate in the tourism attraction of Gajah Mungkur Reservoir event that aims to strengthen family relationship by completing fun games in each area in in the tourism attraction.



Fig. 7. Print Ads Event, merchandise, and event venue

4.3.6 Merchandise and Booth Design

Some merchandise in the form of tote bag, tumbler, hat, t-shirt, pin, key chains, stickers, id cards and event brochures about the game using the mascot to attract the attention of the target audience to attending an event.

One of the 3D digital booth sketches in each district within Karisidenan Surakarta for the creation of community interaction with the tourism attraction of Gajah Mungkur Reservoir indirectly.

In the main event there are mission games that must be completed by the family in each area within the tourism attraction of Gajah Mungkur Reservoir. The highlight of the event took place in the field of tourism attraction. Families can rest by enjoying the typical culinary, cultural performances and entertainment of the guest stars.

5 Conclusion

So based on the results of research from the researcher can be concluded that design of the tourism attraction of Gajah Mungkur Reservoir using several strategy:

5.1 Communication Strategy

Using communication approach in the form of informing, persuading, remaining and assisting to target audience in factual. The communication strategy (how to say) that the researcher uses is "Unlimited Holiday" on the design of the event. Named "Unlimited Holiday" because the tourism attraction of Gajah Mungkur Reservoir has complete facilities in one place so it becomes a tourism choice for families that can save their day off without having to move places.

5.2 Message Strategy

The message approach uses aspects of psychology and lifestyle to fit the characteristics and behavior of the target audience. To get a message, then combine the product benefit with consumer insight then get the message (what to say) in the form of "Explore Vacation Time without Borders". The message is intended to target the audience can go around or explore the entire area within the tourism attraction of Gajah Mungkur Reservoir as it has complete facilities in one tourism attraction.

5.3 Promotion Strategy

Using promotion strategy through advertising because it can reach the target audience and delivery of messages through the media so that it can affect the thoughts, feelings and actions of the target audience in accordance with the researcher designed in designing events to promote the tourism attraction of Gajah Mungkur Reservoir.

5.4 Creative Strategy

Designing the logo of the event "Unlimited Holiday" in accordance with characteristics the tourism attraction of Gajah Mungkur Reservoir in order to facilitate the target audience to know the attraction. Using AISAS (Attention, Interest, Search, Action and Share) as a creative strategy because of the target audience behavior in the internet or digital era. Attention is used as the target audience by means of outdoor and digital media. Interest as

interest to the tourism attraction of Gajah Mungkur Reservoir through digital media. Search is used as a search that can interact through the procurement of a pre-event booth. Action is used as the main activity attraction through "Unlimited Holiday" event. Search is used so that the target audience can share their experience following the event through word of mouth and in social media.

References

1. Yunitasari. Eksistensi Obyek Wisata Waduk Gajah Mungkur Dalam Meningkatkan Kesejahteraan Masyarakat (Studi Kasus Di Desa Sendang Kabupaten Wonogiri). Universitas Sebelas Maret: Fakultas Keguruan dan Ilmu Pendidikan. (2014).
2. Indriyanti. Pengaruh Event Terhadap Keputusan Pembelian. Universitas Bina Nusantara: Program Studi Hotel Management. (2013).
3. Moriarty, Sandra, dkk. *Advertising*. Jakarta: Prenada Media Grup. (2015).
4. Sundah, Aloysius Rinaldo. Studi Observasi Konten Iklan Berdasarkan Durasi Dan Jam Tayang Prime Time (Kasus Pada Iklan Televisi Di Trans7). Universitas Atmajaya Yogyakarta: Fakultas Ekonomi. (2012).
5. Abdullah, Ma'ruf. *Manajemen Komunikasi Periklanan*. Yogyakarta: CV. Aswaja Pressindo. (2016).
6. Tjiptono, Fandy. *Strategi Pemasaran Edisi III*. Yogyakarta: Penerbit Andi. (2008).
7. Rama, Kertamukti. *Strategi Kreatif Dalam Periklanan: Konsep Pesan, Media, Branding, Anggaran*. Depok: PT. Rajagrafindo Persada. (2015).
8. Noor, Syamsudin. Penerapan Analisis Swot Dalam Menentukan Strategi Pemasaran Daihatsu Luxio Di Malang (Studi Kasus Pada Pt. Astra International Tbk. – Daihatsu Malang). Politeknik Negeri Banjarmasin: Staf Pengajar Jurusan Teknik Elektro. (2014).
9. Sugiyama, Kotaro dan Andree. *Secrets of Cross Switch Marketing from the World's Most Innovative Advertising Agency The Dentsu Way*. New York : The Mc Graw-Hill Companies. (2011).
10. Wibowo, Arie. Strategi Promosi Event Namaste Festival. PT Namaste Jaya Aditi. (2005).
11. Andimursyidah. Konsep Dasar Keperawatan Keluarga. Animursyidah Just another WordPress.com site [online], halaman 1. Available on <https://andimursyidah.wordpress.com/2011/02/02/konsep-dasar-keperawatan-keluarga/> (2011).