Promotion Design of Tourism Objects Sipelot Beach Malang East Java

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Abstract   Indonesia has many choices of natural tourism that are very interesting to visit, one of which is beach tourism. In Pujiharjo Village, Tirtoyudo District, East Java Regency, there is a unique Sipelot Beach Tourism Village, this beach has white sand, river estuaries and waterfalls that can be enjoyed by tourists. But this tourism potential has not been matched by adequate promotion so that its existence is not known yet by the wider community, even though the local villagers have cooperatively provided various facilities, including their homes as part of accommodation for tourists. Through observation in the field, literature studies and interviews obtained data needed as a basis for designing logo models and their application to promotional media. It is expected that the design of this promotion can provide a solution for increasing more of tourist visits to the Sipelot beach.

Keywords   Promotion, Media, Sipelot Beach, Malang, East Java

1. Introduction

Malang is a district in East Java that has a variety of tourist destinations, started from natural tourism in the mountains of Batu city, culinary tourism in the city of Malang, and the coast located on the south side of the city. Some coastal tourist destinations are already well-known and have many visitors, but there is one *Desa Wisata* that has the potential of three objects in the form of beaches, estuaries and waterfalls in one place, Sipelot beach is located in *Desa Wisata Pujiharjo*. The local communities at Sipelot beach have already begun to be ready with the *Desa Wisata* they have built, but Sipelot beach has not officially yet received attention from the *Dinas Kebudayaan dan Pariwisata (Disbudpar)*, so there is no promotion been done, this resulted in the existence of the Sipelot beach not known yet by the wider community.

2. Theoritical Background

Promotion is a coordination of all efforts made by the seller to share information and conduct persuasion to sell goods or services to audiences who use the basic flow to achieve the company's communication goals, called promotional mix (Michael Ray, 2009: 16). This is in line with the opinion of Lee and Johnson (2007: 10) regarding the function of communication in advertising that can affect consumers, including the function of information, persuasive and reminding. There is also media planning which is divided into 3 parts, namely ATL (Above The Line) which is a top-line media, mass in nature such as television or radio, BTL (Below The Line) which is the type of advertisement that does not have to cost such as brochures or promotional support media . And TTL (Through The Line) is an approach that is done selectively by using human insight on the target. layout or layout is a design that indicates where the components of advertising such as titles, subtitles, illustrations, body copy is placed so that communication is more effective (Ardiyanti, dkk., 2015:119).). The existence of color is the most important element contained in the design, which is useful to be a distinguishing indicator of one object to another object (Adi Nuryawan, 2007: 247). Logo is an identity that is used to show the image and character of an institution or company and organization (Kusrianto, 2007: 232). Supriyono (2010: 9) argues that there are several principles in the logo that are easy to remember, simple, and can describe the company.

3. The Research Methods

In the research which has been done: **Observation** is a series of behaviors and atmosphere related to certain things in accordance with empirical objectives (Jalaludin Rachmat, 2009: 83), observations were made at Sipelot Beach Malang, by observing tourist objects then residents who are around the beach Sipelot; **Structured interview** to the head of *podarwis* (basic tourism principal) of Pujiharjo village who also maintains the Sipelot beach and interviewed the head of the development and HR public relations community in Pujiharjo Village on *Podarwis* namely Mr. Angga Yoga; **Questionnaires**, distribution is done online because the target is foreign tourists; Library Studies, scientific deepening to strengthen research, theory will be used for the basis of analysis and as a basis for design.

4. Result and Discussion

There are three tourist attractions in one location on the Sipelot beach that can be used as an attraction, there are beaches, estuaries and waterfalls. Local communities who work as fishermen and farmers have tried to work together to build *Desa Wisata* by providing property that they have as part of accommodation to serve tourists. Sipelot tourism object is a cheap destination that is suitable for teenagers until adults who want to enjoy natural tourism that is still beautiful by offering life experiences with local community, such as going fishing with fishermen, farming, processing food with traditional stoves and traditional ceremonies held periodically. The readiness of the Pujiharjo village community has not been accommodated in promotional activities carried out by the government (tourism office) and even this tourist village does not have a logo at all, only occasionally there are community members who share Sipelot beach information on social media in their personal accounts, to be able to promote Sipelot beach as a Desa Wisata in Malang district, starting from logo to promotion design and media selection that allows tourists to get information and be interested to coming to Sipelot beach.

Design Result:

After collecting data and analysis carried out, the results of logos, taglines and the application of promotional media were made. The Sipelot beach logo comes from the Kucecwara batik motive and tourist attractions on the Sipelot beach which will become a unity. The colors used are also taken from natural colors,

Gambar 1. Logo pantai Sipelot
Sumber: Sumber: Lucky, 2019

After the logo is made, the logo is applied to the promotion media that is carried out and aims to support promotional activities. The following are the results of promotional media displaying:
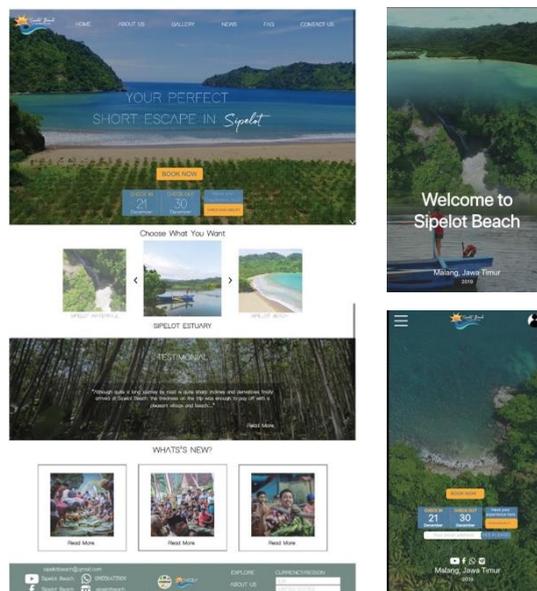
Gambar 2. UI Website
Sumber: Lucky, 2019
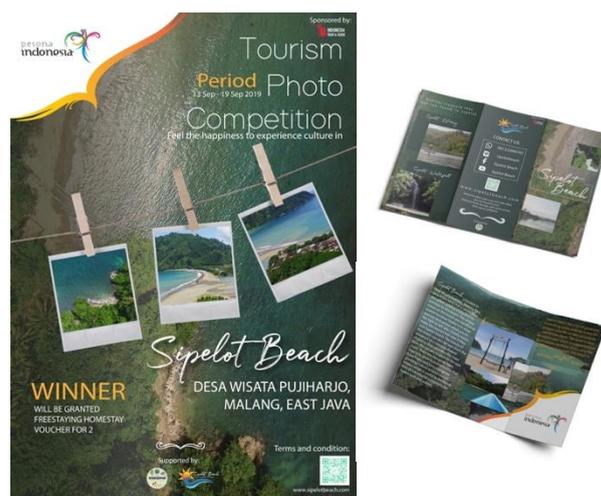
Gambar 3. Media Cetak
Sumber: Lucky, 2019

5. Conclusion

The design of logo and application to the promotion media of Sipelot beach as a tool to attract visitors by providing complete information, will be managed independently by community of *Desa Wisata* who are members of the *podarwis* Pujiharjo. The design and type of promotional media are adjusted to the target which is expected to increase the number of visits to the Sipelot beach and can have a positive impact for communities.

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