

KEMONJALANJALAN TOUR & TRAVEL SOCIAL MEDIA DESIGN
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ABSTRACT

Kemonjаланjalan is a travel agency service in Indonesia that is still developing, which is competing to promote the tourism business as the best choice for tourists in travel solutions and is trying to introduce Indonesian culture and tourism destinations through its travel agency's social media design.

This design design method is a digital design method. Designing popular social media such as Instagram and Youtube. Design concept with the theme of island and mountain tourism with vector illustration visual techniques, travel photos and videos. This concept is oriented towards tourist traveling activities such as diving, hiking, trekking and sailing which are mostly booked at Kemonjаланjalan.

The results of this design design aim to promote the Kemonjаланjalan travel agency and Indonesian tourism destinations through social media designs, printed media and Kemonjаланjalan merchandise. The media is aimed at the audience so that they are more interested and get to know the local travel agency business, especially Kemonjаланjalan and local tourism in Indonesia.

The conclusion of the design of this social media design work is to increase Kemonjаланjalan brand awareness so that it becomes a more modern, competitive and known travel agency by the public, as well as culture awareness so that tourists, especially Indonesian citizens, are more interest to travel to tourist destinations in Indonesia.

Keywords: *Social Media, Promotion, Vector, Video, Kemonjаланjalan.*

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**PERANCANGAN MEDIA SOSIAL KEMONJALANJALAN TOUR & TRAVEL
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ABSTRAK

Kemonjаланjalan merupakan jasa *travel agency* di Indonesia yang masih berkembang yang sedang berkompetisi mempromosikan bisnis pariwisata sebagai pilihan terbaik bagi wisatawan dalam solusi perjalanan wisata serta berusaha mengenalkan budaya dan destinasi pariwisata Indonesia melalui desain media sosial *travel agency* mereka.

Metode perancangan desain ini adalah metode desain digital. Mendesain media sosial populer berupa *Instagram* dan *Youtube*. Konsep desain bertema wisata kepulauan dan pegunungan dengan teknik visual ilustrasi *vector*, foto dan video *travel*. Konsep ini berorientasi pada aktivitas *traveling* wisatawan seperti *diving*, *hiking*, *trekking* dan *sailing* yang banyak di *booking* di *Kemonjаланjalan*.

Hasil perancangan desain ini bertujuan untuk mempromosikan *travel agency Kemonjаланjalan* dan destinasi pariwisata Indonesia melalui desain media sosial, media cetak dan *merchandise Kemonjаланjalan*. Media tersebut ditujukan kepada *audience* agar lebih tertarik dan mengenal bisnis *travel agency* lokal khususnya *Kemonjаланjalan* dan pariwisata lokal di Indonesia.

Kesimpulan hasil perancangan karya desain media sosial ini untuk meningkatkan *brand awareness Kemonjаланjalan* agar menjadi *travel agency* yang lebih modern, kompetitif dan dikenal oleh masyarakat, serta *sebagai culture awareness* agar wisatawan khususnya warga Indonesia lebih tertarik berwisata ke destinasi wisata di Indonesia.

Kata Kunci: *Media Sosial, Promosi, Vector, Video, Kemonjаланjalan.*

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