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## Media Design For Ecotourism Promotion In Koanara Village, Ende District

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**Abstract:** This design aims to design effective and communicative visual communication media to promote ecotourism in Koanara village so that it can introduce several tourist attractions in Koanara village, including Lake Kelimutu, Air Tiga Rasa, Murundao Waterfall, Nuaone Moni and Strawberry Gardens to the wider community. Through this promotional media, it can be a means of increasing tourism promotion to the public / tourists who will visit Koanara Village, Kelimutu District, Ende Regency. The research approach used is the design method, which involves collecting data through interviews, documentation and observation. STP analysis is then applied to the collected data. There are two types of data collected: primary data, which comes from direct sources such as interviews and observations, and secondary data, which is obtained indirectly from sources such as literature reviews and official records. "Visit" (meaning "visit" in English) is the main idea behind the design, this word is very suitable for the concept that will be used, by visiting several tourist locations in Koanara Village, Kelimutu District, Ende Regency, using a talent, so that it becomes a POI (Point of Interest) or focal point in promotional media images. The result of this design is a promotional video-based Audio Visual with Full HD size 1920:1080 pixels, with a duration of 3 minutes 37 seconds, supporting media in the form of logos/identities, banners, T-shirts, flyers, pins and light boxes.

**Keyword:** Design, Media, Promotion, Ecotourism, Koanara

### INTRODUCTION

The pace of technological progress increased until technology became an integral part of modern life. Users can maximize efficiency, effectiveness, as well as the speed and accuracy of their access thanks to the existence of technology. One industry that utilizes technology is the tourism industry. Providing tourism services, increasing tourist attractions, and developing

tourism infrastructure are the goals of the tourism industry, which includes a wide range of related businesses. One industry that contributes to a rapidly developing regional economy is tourism, which in turn can spur growth in other related fields (Gusti & Agro 2019). With natural riches, historical sites and beautiful beaches, Ende Regency in East Nusa Tenggara Province is a popular tourist destination for tourists. To utilize natural potential and boost tourism, an information system is needed that can manage Ende Regency tourist attractions and their promotional media.

Some of the world's most visited tourist attractions are located here. Some of these tourist attractions, such as Bung Karno's exile house and Kelimutu Lake, each have their own charm and beauty. However, there are still many people who have not discovered a number of tourist attractions that are no less interesting and unique to explore. One of them is Koanara Village Ecotourism in Kelimutu District, Ende Regency, East Nusa Tenggara Province. Ecotourism is a form of sustainable tourism that prioritizes the preservation of natural and cultural heritage through active participation in these activities (Azizah, et al., 2021). Koanara Village Ecotourism is a form of tourism that focuses on preserving nature and local culture. Koanara Village has a rich and unique background, which makes it potentially an attractive tourist destination for tourists who are looking for authentic natural experiences and want to interact with the local culture of the local community. Koanara Village has several tourist destinations that are quite attractive to tourists, including Lake Kelimutu, Three Rasa Water, Murundao waterfall, Nuaone Moni and strawberry gardens. The lack of promotional media to introduce the potential of natural tourism and local culture in Koanara Village, Ende Regency means that it is not widely known by most local and foreign tourists.

Ecotourism in Koanara Village, Ende Regency which is quite famous among tourists is Lake Kelimutu. However, there are several places in Koanara Village that are less attractive to Ende tourists compared to other tourist attractions. This is because these places are not advertised, so visitors do not know about them, which of course has a bad impact on business. A campaign is needed to help tourists convey information about Koanara Village Ecotourism, because the potential of this industry is starting to be recognized. The majority of individuals now use the internet as the main source for quick and easy information searches, thanks to technological advances. Online searches can provide any requested information (Odang, 2008). Tourists can use this approach to learn about the activities and attractions in Koanara Village Ecotourism, as well as the best routes to take, cars to rent, places to stay, and even search for pictures and videos to get a feel for the area. Smartphones allow internet access from any mobile device. Accessibility, lower marketing costs, wider promotional reach, and other benefits are just some of the reasons why advertising Koanara Village tourist attractions via internet media is preferable to physical media.

Keeping these issues in mind, it is important to plan a visual marketing campaign to promote ecotourism in Koanara Village. That this advertisement can have an influence on the economic development of the community and region by being effective, communicative and reaching the target market.

The idea behind this design emerged from the realization that most tourists who visit Ende pay little attention to the Koanara Village tourist area. This is because the area has not been advertised, so tourists are less familiar with it, which of course has a bad impact on business. As a result of these problems, it is important to plan the ecotourism marketing of Koanara Village in a way that can be understood by the general public, highlighting all the natural beauty of the area, through the concept of designing effective and communicative visual communication media, and it is hoped that it can increase tourist interest in visiting the area. Koanara Village will therefore have a major impact on the community's economic income and regional economic growth.



Figure 1

### **Idea/ Ideas**

Every new plan or idea in the conceptualization stage is called an idea. Creating advertising material for ecotourism in Koanara Village that is attractive to local and international audiences is the main goal of this design.

### **Briefs**

Accurate Concise, relevant and accurate background information is obtained by processing and analyzing data collected during the observation stage. Information gathered from various sources will influence the final design, which is why it is important. This plan came to fruition when the researcher decided to conduct a qualitative study in Koanara village.

- a) Books, autobiographies, government or private documents, memorials, theses, scientific journals, dissertations, magazines, articles, or internet sources that are considered competent in the design of library materials are one of the data sources used in this design.
- b) Photos or other visual recordings that can serve as a springboard for ideas.
- c) The purpose of brainstorming is to generate original ideas to solve problems. Research team members and Koanara village residents participated in brainstorming sessions that directly informed the design of this project.

### **Creative Briefs**

A creative brief should be developed to begin the creative process of developing a solution that aligns with the challenge. Here, a creative brief for ecotourism promotional media for Koanara village consists of ideas, research, and planning for media.

### **Design**

The design process produces certain creative concepts or visual tactics.

## **Evaluation**

The purpose of evaluation is to immediately convey findings about the design results by providing an assessment of the suitability of the results

## **Create the Final Design**

After deciding on the medium and creating initial sketches and drafts, the next step is to create a final design that is ready to be printed or published

## **Publication and Reporting**

The group writes up its findings and submits them to a peer-reviewed journal for publication.

## **METHOD**

This plan was implemented with the help of qualitative research methodology. The results of interviews, observations, and determining STP are examples of the type of descriptive data that can be produced by this qualitative research approach. To draw conclusions, this design will use a qualitative descriptive methodology to examine various supporting evidence.

### **Data collection technique**

Data collection methods will include conducting on-site surveys to collect observational data. Gathering information about the past, present and future of Koanara Village Ecotourism through in-depth interviews. Guidelines for procedures in the blueprint. Comprehensive data was obtained through a literature review.

### **Data Analysis Techniques**

The author will use the following method to analyze qualitative data (Sugiyono, 2012:270):

- a) Extension of observation  
Researchers return to the field to verify or collect more data by making observations.
- b) Increase Perseverance  
Carry out more thorough observations. To double-check that the data obtained is accurate, researchers need to be more persistent.
- c) Triangulation  
Validating data as a source uses multiple methods over time.
- d) Analysis of negative cases \  
Data that is different from the data found is sought by researchers. The data found can be trusted if there is no other data.
- e) Utilize reference sources  
For example, to support interview data with audio recordings, reference materials mentioned are known as supporting data found.
- f) Using member checking  
The information gathered matches the interview findings, so you and the informant can go further. Once researchers have verified that the data is accurate and valid, they should consult with the data supplier to gain consensus on how to interpret the results.

## **RESULTS AND DISCUSSION**

### **Design Concept**

The promotional media that will be created is promotional media in audio-visual form, namely video. Because video is one of the media that suits this design. Law of the Republic of Indonesia no. 10 of 2009 concerning Tourism Article 14, No. 1 part (j), namely Tourism

Business includes, among other things: Tourist Data and Information, Video is a technology for capturing, recording, processing, transmitting and rearranging moving images. "Tourism information service business" is a business that distributes data, news, features, photos and research results about tourism through printed and/or electronic materials. Usually using digital materials, electrical signals, or celluloid film. And also according to UNESCO in 2012, 0.001 Indonesians were interested in reading. This is a distinct advantage for promotional videos. In fact, in Ende Regency there is still a lack of promotional media specifically for videos, some of those that are distributed are limited to travel videos only, and use minimal tools.

### Visual Concept

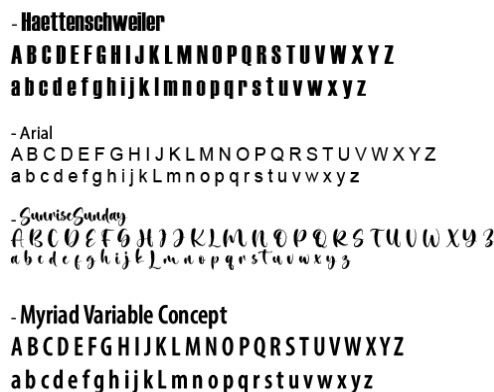
The English word "visit"—which means "to travel to a new place to learn more about its history, culture, and natural features"—is at the heart of the film. It can be seen as a way to organize visual aspects when applied to the design field. This word is very appropriate to the concept that will be used, by visiting several tourist locations in Ende Regency, using a talent, so that it becomes a POI (Point of Interest) or focus point in the image later.

### Use of Typography

So that the letters stand out and are easy to read, this media will use a strong sans-serif font style with a minimalist layout. Typography also plays a role; in particular, explaining and offering information about the journey in question.

Apart from using bold typography, the supporting media also uses script fonts. Script letters are a type of letter that imitates human handwriting. The main purpose of this typeface is to add a personal, elegant and artistic touch to the design.

The letters used will be divided into letters used in the logo and letters used in promotional media. In logos and videos, letters in a sans-serif type with a simple style are used so that they are clearly visible to the audience or people watching, and finally, in supporting promotional media, the letters used are script type in the title section and sans-serif in the title section. description information. Below are some representative letters of the type that will be taken.



### Use of Color

The use of contrasting colors in the design complements rather than detracts from the tour's signature colors—green for nature and blue for the sea—and is one of the attractive features of the product. Color in art is a certain reflection of light influenced by paint on the surface of an object; this light is often part of the spectrum that includes white light.

### Primary Colors

The first color (primary color) is a color that already exists, meaning it is not from other colors. These colors are red, yellow and blue.



Figure 2. Colour

### Secondary colors

The second color according to Said (Abdul Azis Said, 2006) is a color that is a mixture of two primary colors. This is an image resulting from mixing primary colors into secondary colors.



Figure 3 Secondary colors

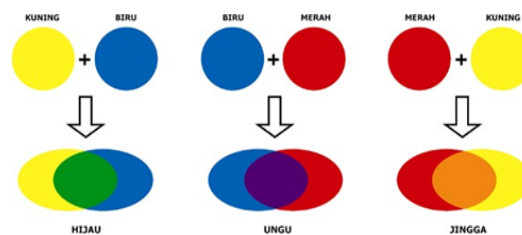


Figure 4 Tertiary colors (Source: Abdul Azis Said, 2019)

### Neutral Colors

Neutral colors are colors that are a mixture of three main colors. That is, red, yellow and blue are mixed together.



Figure 5 Neutral Colors

### Hot and cold colors

According to the symbolic or psychological meaning of the color itself, colors are called hot or cold. For example, from a psychological point of view, red is hot or creates a warm visual impression; This color also symbolizes fire. Magenta and yellow are the bright hues that make up this color wheel. In addition, bright colors are complemented by cold colors. Cool color schemes are based on the fact that they resemble the most calming shades of nature—the green of leaves and the blue of sky and water. On a psychological level, these hues evoke feelings of calm and the outdoors. From purple to yellow-green, the color circle stretches.



**Figure 6 Hot and Cold Color Diagram**  
=(Source: Abdul Azis Said)

### **Technical Concept**

The technical concept used is using the storyline method for the storyline of this video, followed by a storyboard to visualize the editorial side of the storyline that has been created, followed by the pre-production > production > post-production process.

### **Communication Concept**

The communication concept that will be created from this design is to provide information about Ende Regency briefly, followed by the tourist locations that will be discussed, which are limited by problems, with shots that have been arranged on the storyboard and the storyline is not far from the storyline that has been created.

### **Theme**

The theme used in this design is "Eco Tourism Koanara" which aims to emphasize that Koanara also has a beautiful, extraordinary story and also in terms of existing tourism, by sharing existing natural tourism aspects it makes its own attraction for tourists who want to visit. This theme can be a representative of the tourism chosen, with the beauty of each natural tourist attraction.

### **Media Analysis**

This promotional media will use the STP analysis method. An efficient method for developing a company communication strategy is the STP (Segmentation, Targeting, and Positioning) marketing model. This model simplifies the process of determining company positioning and developing consumer-centric messaging. Ecotourism in Koanara Village follows the STP (Segmentation, Targeting, and Positioning) model:

#### **1. Segmentation**

To better understand and research a market, a common practice is to divide it into smaller, more manageable segments. Based on the data obtained, most visitors or tourists who come to Koanara Village Ecotourism, Ende Regency, tend to be teenagers, older people and family groups.

#### **2. Targeting**

Assessing interests and identifying market groups is the essence of targeting. Field observations conducted by researchers at Koanara Village Ecotourism in Ende Regency revealed that management was involved in targeting while providing facilities such as photo spots. This shows that the target audience is diverse, as supported by the fact that domestic tourists at the Koanara Village Ecotourism in Ende Regency pay IDR 5,000 for the entrance ticket, while international tourists pay IDR 150,000.

### 3. Positioning

The term "positioning" or "placement" refers to communication tactics that involve portraying a target audience's mental image of a product, brand, or business to elicit a specific evaluation. Researchers observed the following locations during field observations: Kelimutu Lake Area, Air Tiga Rasa, Strawberry Farm, Murundao Waterfall, and Traditional House (Nua One Moni). Based on their success in marketing and placement, the management of Koanara Village Ecotourism in Ende Regency has inspired researchers to create alternative ecotourism areas in the Kelimutu District area, Ende Regency which can serve biological and socio-economic purposes. Based on direct observations, researchers at Koanara Village Ecotourism have determined optimal placement strategies. This allows village visitors to gain information about the benefits and unique aspects of ecotourism without having to leave the location. Thus, the Koanara Village Ecotourism administration has succeeded in positioning the village to attract tourists who are interested in the stunning natural scenery in Kelimutu District, Ende Regency.

### Digitization and Editing Process

#### Pre Production

In the Pre-Production process, the target location is checked directly, in order to get an idea of what has become the initial concept. The pre-production carried out is bringing the results of the storyline and storyboard as a production reference, as well as making a time schedule for shooting according to the desired time

#### Production

Production process, taking pictures with talent at locations and tours which were carried out during Pre-Production.

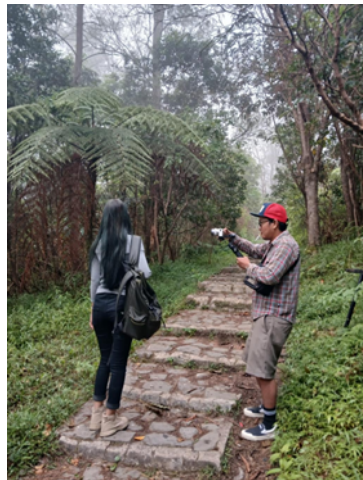


Figure 3.5 First Location Production (2024)



Figure 7 Second Location Production (2024)



Figure 8 Third Location Production (2024)



Figure 9 Fourth Location Production (2024)





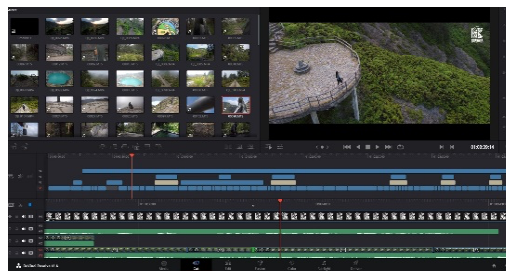
**Figure 10 Fifth Location Production (2024)**

### **Post Production**

The post-production stage is the final stage, after production, raw materials will be collected or known as footage to be processed, after being processed and divided into several parts, it will enter the editing stage. Video editing is the process of selecting or editing images from the results of shooting by means of cut image to image (cut to cut).

### **Cutting**

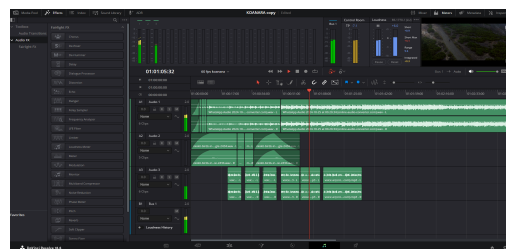
In this process, the recording results are selected or called Footage, after which the selected recording results are entered into the video editing application, and the resulting video clip is obtained.



**Figure 11 Cutting Process**

### **Sound Illustration & Dubbing**

Adding a musical beat or background sound to a video clip will make it more lively and help create the desired impression once the scene is selected and trimmed. The purpose of selecting background music is to create a calm atmosphere for the target audience. However, the purpose of including narration is to make the message conveyed in the film clearer for the audience.



**Figure 12 Sound Illustration & Dubbing**

### **Color Correction**

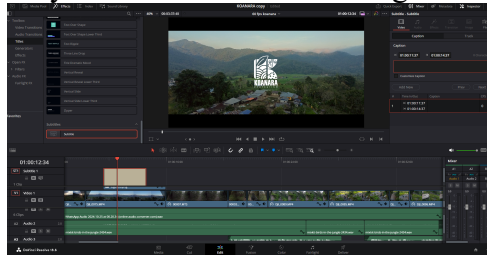
The process is carried out to extract more color information from flat-profiles or basic/flat colors in pre-set camera settings which involves adjusting the existing image.



**Figure 13 Color Correction**

### **Finishing**

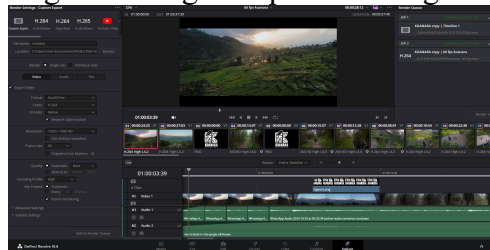
Finishing, namely reviewing all the editing results and other supporting matters and providing a logo, subtitles if any and credit title and ending of the video.



**Figure 14 Finishing, Providing Supporting Logo**

### **Rendering**

The next stage, namely rendering or you could say exporting files from the application into a complete video that has gone through the previous stages with the desired results.

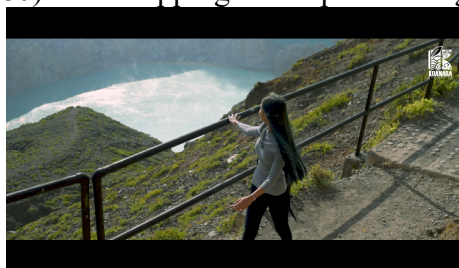


**Figure 15 Rendering Proses**

### **Media Techniques**

#### **Main Media**

The main design media is video-based, with a duration of 3 minutes 37 seconds using Full HD resolution (1920:1080) with cropping or Output Blankig Ratio 2.35

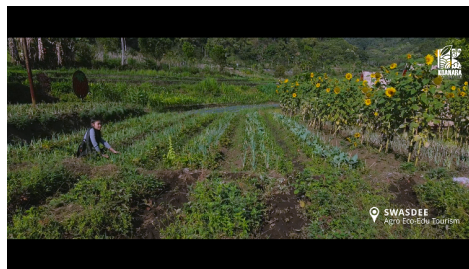


**Figure 16 (scene 1)**

Starting with the Kelimutu landmark with talent surrounding the destination



**Figure 17(scene 2)**  
**Continue to the Air 3 Rasa destination**



**Figure 18 (scene 3)**  
**Continue to the strawberry garden destination**



**Figure 18 (scene 4)**  
**Continue to the Murundao waterfall destination**



**Figure 19 (scene 5)**  
**Continue to the destination of the traditional house/Nua One Moni**

### **Supporting and Promotional Media**

#### **X Banner**

This X Banner uses Vinyl material measuring 60x160cm, as supporting media, the contents of this media are photos from several locations which are the main material for this design.



**Figure 20 X-Banner**

### **Flyers**

The flyer is printed on Art Paper paper with a minimum thickness of 150 gsm with the aim of making the image or printed result sharper and more colorful. Flyers are used in marketing because they are easy to distribute and do not require high costs.



**Figure 21 Flyer Mockups**

### **T-shirts**

The T-Shirt uses 24s combed cotton fabric with the DTF screen printing method.



**Figure 22 T-Shirt**

### **Pins**

The final result of the Pin merchandise design is the image below. Visitors to Koanara Village Ecotourism will receive a pin as a keepsake, which is the right choice because pins are often used on clothes, bags and other items. Koanara Village Ecotourism is the name of the village, and the design includes the initial K, which is a keyword.

## CONCLUSION

The results of the promotional media design informed the selection of audiovisual elements, namely promotional videos, for this design. Based on statistics from UNESCO, which show that Indonesian people's interest in reading is 0.001, video-based audiovisuals offer an alternative to traditional forms of advertising. The author hopes that this promotional media can help the Tourism Department in promoting the selected tourist attractions, namely the traditional house (Nua One Moni), 3-color lake (Kelimutu), 3-flavor water, strawberry garden, and Murundao waterfall, and ultimately can increase the number visitors who will have an impact on the Regional Revenue and Expenditure Budget (APBD) of Ende Regency. Ende Regency has many tourist attractions, but based on analysis, not all of them are managed and promoted well. For example, much of the promotional material is still unprofessional cell phone video footage, and there is a visible lack of planning in terms of the number of shots for each scene. The design concept used is the concept of "Exploration" or known as exploration, namely traveling in the field to obtain more information. Exploration can be linked to the word "visit" which means to visit. The process of making this promotional video is divided into several processes, which are starting with creating a Storyline for the storyline.

The design of tourism promotion media for Koanara Village, Ende Regency still requires a lot of suggestions and needs to be developed again, regarding destinations that have not yet been taken as well as different concepts from the results that have been created to provide more video versions to support the tourism promotion needs of Ende Regency.

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