

## DESIGNING A PROMOTION MEDIA OF SMP SANTA MARIA II SIDOARJO

Dave Edwards Maurgi Worabai<sup>1</sup>, Rizki Yantami Arumsari<sup>2</sup> dan Sri Nurbani<sup>3</sup>

<sup>1,2,3</sup> Visual Communication Design, School of Creative Industries, Telkom University, Jl. Telekomunikasi No 1,  
Terusan Buah Batu – Bojongsoang, Sukapura, Kec. Dayeuhkolot, Kabupaten Bandung, Jawa Barat, 40257  
daveworabai@student.telkomuniversity.ac.id, rizkiyantami@telkomuniversity.ac.id,  
baniellen@telkomuniversity.ac.id

**Abstrak:** Kemajuan ilmu pengetahuan dan teknologi mengamanatkan perubahan adaptif agar tetap terkini. Peran penting pengetahuan dalam meningkatkan daya saing masyarakat telah diakui. Pendidikan adalah alat strategis yang menumbuhkan kecerdasan, keterampilan, dan sikap positif untuk integrasi masyarakat yang efektif. Sekolah melalui pendidikan mengembangkan potensi manusia dan membentuk identitas positif. UU 20/2003 mendefinisikan pendidikan sebagai sarana untuk mengembangkan potensi manusia. Akar pendidikan dalam “mendidik” menggarisbawahi peran pelatihannya. Pencapaian pendidikan melibatkan kompetisi sekolah, sehingga memerlukan pemasaran penting bagi institusi akademik. Sekolah sebagai penyedia layanan harus meningkatkan kepuasan siswa melalui inisiatif dan strategi pemasaran. Promosi penjualan, bagian dari bauran pemasaran, menambah nilai dan insentif untuk penjualan langsung atau jangka pendek, menumbuhkan loyalitas, dan kesadaran merek. Promosi media memperkenalkan produk kepada masyarakat, mempertahankan kehadiran dan reputasi institusi. Promosi yang efektif membantu sekolah dalam mempertahankan visibilitas dan pendaftaran. Upaya promosi harus sejalan dengan prinsip pemasaran, meskipun masih terdapat tantangan dalam mencapai hasil yang diinginkan. Peningkatan kualitas pendidikan dan alokasi sumber daya dapat dicapai melalui peningkatan sarana dan prasarana, peningkatan lingkungan pembelajaran yang berpusat pada siswa. SMP Santa Maria II, Sidoarjo, sebuah sekolah Katolik terkemuka, menghadapi persaingan yang ketat dan tantangan pendaftaran. Meskipun telah dilakukan upaya, namun belum mendapatkan status yang diinginkan, sehingga memerlukan perbaikan strategi promosi. Permasalahan tersebut melatarbelakangi dilakukannya penelitian dengan judul “PERANCANGAN MEDIA PROMOSI SMP SANTA MARIA II SIDOARJO”.

**Kata Kunci :** sekolah menengah pertama, media promosi, SMP Santa Maria II Sidoarjo

**Abstract :** The advancement of science and technology mandates adaptive change to stay current. Knowledge's pivotal role in enhancing societal competitiveness is recognized. Education is a strategic tool, fostering intelligence, skills, and positive attitudes for effective societal integration. Schools, through education, cultivate human potential and form positive identities. Law 20/2003 defines education as a means to

*develop human potential. Education's root in "educate" underscores its training role. Education attainment involves school competition, necessitating essential marketing for academic institutions. Schools, as service providers, must enhance student satisfaction through initiatives and marketing strategies. Sales promotion, part of the marketing mix, adds value and incentives for direct or short-term sales, fostering loyalty, and brand awareness. Media promotion introduces products to communities, sustaining institutions' presence and reputation. Effective promotion aids schools in maintaining visibility and enrollment. Promotional efforts should align with marketing principles, though challenges persist in achieving desired outcomes. Enhanced education quality and resource allocation can be attained through improved facilities and infrastructure, enhancing student-centered learning environments. SMP Santa Maria II, Sidoarjo, a leading Catholic school, faces stiff competition and enrollment challenges. Despite efforts, it hasn't secured desired status, necessitating improved promotional strategies. This issue motivates the research titled "DESIGNING A PROMOTION MEDIA OF SANTA MARIA II JUNIOR HIGH SCHOOL, SIDOARJO."*

**Keywords:** junior high school, promotion media, SMP Santa Maria II Sidoarjo

## INTRODUCTION

Promotion as one of the elements of marketing is an important thing to do so that marketing can run well. The steps taken by many schools to carry out promotions do not always go as expected. Many promotional programs, which cost a lot of money, are still unable to increase enrollment rates in a school. Improving the quality of education and equal distribution of learning opportunities at the primary and secondary education levels can be achieved if it is supported by adequate facilities and infrastructure. Empowering school facilities is one way that can be taken to improve the quality of student-oriented education. Good school facilities support education efforts. shows that clean air, good light, quiet, comfort, and safety an important learning environment sent for academic achievement.

Being one of the leading Catholic private schools in Sidoarjo, SMP Santa Maria II, Sidoarjo, has many competitors, and good promotion is needed to increase competitiveness to become the first-choice school. However, in the 2020 to 2022 school year, there will be a significant decrease in the number of students compared to the previous academic years. SMP Santa Maria II, Sidoarjo

has not become the first choice for parents and students. The interest and level of trust of parents and students towards SMP Santa Maria II, Sidoarjo is still low. The promotions carried out have not been able to increase the competitiveness of SMP Santa Maria II, Sidoarjo against competing schools, and also from the point of view of the promotions carried out by this school it is less effective and also not by good design principles so it is less attractive. with a qualitative method the author works on the design process as shown in the chart below.

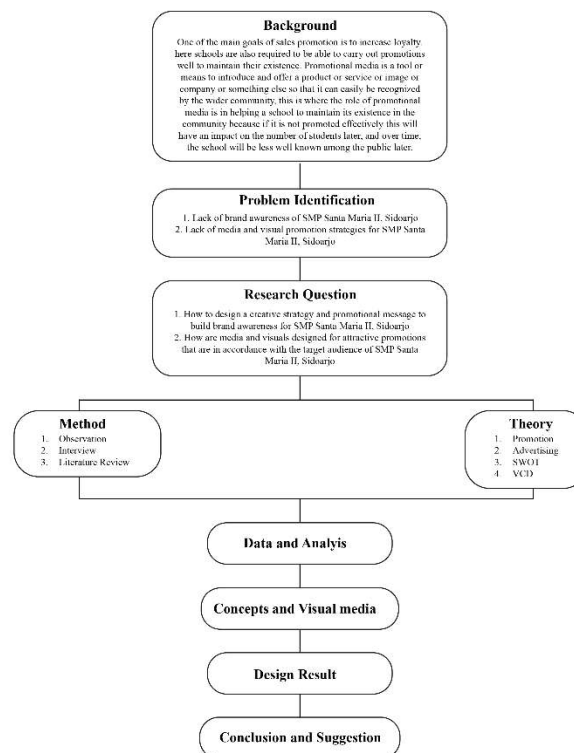


Figure 1 Design Framework

## RESEARCH METHOD

(Sale et al., 2002) stated that the paradigms upon which the methods are based have a different view of reality and therefore a different view of the

phenomenon under study. Furthermore, (Kasinath, 2013) suggests that there are three reasons for using qualitative methods, namely :

1. A Researcher's View of the World (Interpretive/Constructivist View),
2. Nature of the Research Questions,
3. Practical reasons.

Qualitative research begins with an idea expressed by research questions. The research questions will determine the method of data collection and how to analyze it. Qualitative methods are dynamic, meaning they are always open to changes, additions, and replacements during the analysis process (Srivastava & Thomson, 2009)

## **THEORY**

### **Visual Communication Design**

The term design etymologically comes from several Italian languages, namely "disegno" which means picture. The term design as a verb can also be interpreted as creating or creating a new object. But with nouns, design can be used as the result of a creative process, whether in the form of plans, proposals, or concrete works. Vida itself comes from the Latin word "videre" which means "to see". The word communication comes from English, namely "Communication" comes from the Latin word "Communio" which means "community". Communication is also a process of creating similarities or unity of thought between the sender (communicator) and also the recipient (communicator).. planning. In visual communication design (Nurbani et al., 2019)

According to Lia Anggriani and Kirana Nathalia (2014), The goal is to inform, influence, and change in such a way that the object's behavior changes according to the goals to be achieved. The design process usually considers aesthetic aspects, functional aspects, and many other things, and usually, the

information is obtained from research, thinking, brainstorming, or even from existing plans.

### **Promotion**

Promotion is that part of communication that consists of company messages designed to stimulate awareness of interest in, and purchase of its various products and services. Companies use advertising, sales promotion, salespeople, and public relations to disseminate messages designed to attract attention and interest (Philip Kotler, 2003)

### **Advertising**

According to (Kotler, 2000) Advertising is any form of non-personal presentation and promotion of ideas, goods, or services that are paid for by certain sponsors. While (Shimp, 2007) said advertising is an efficient form of communication capable of reaching mass audiences at a relatively low cost per contact, it facilitates the introduction of new brands and increases demand for existing brands, largely by increasing consumers' top-of-mind awareness (TOMA) for established brands in mature product categories. In conclusion, advertising is a powerful tool for promoting ideas, goods, or services to a large audience, and just as advertising is cost-effective and can increase demand for established brands by increasing consumers, advertising can also help introduce new brands to the market. Overall, advertising is an important element of marketing that can benefit both businesses and consumers.

## **CONCEPT AND DESIGN RESULT**

### **Message Concept**

Based on the USP and the data that has been collected, the big idea in this design is to build public awareness of SMP Santa Maria II, Sidoarjo as a school that has credibility and excellence in providing good education.

The main purpose of the design concept is to be conveyed in the promotion of SMP Santa Maria II Sidoarjo so that the message communicated can be well received and generate interest so that it continues with registering their children at SMP Santa Maria II, Sidoarjo. The following are also 3 specific goals of visual design and promotional media including : Informing, Persuading, and Reminding

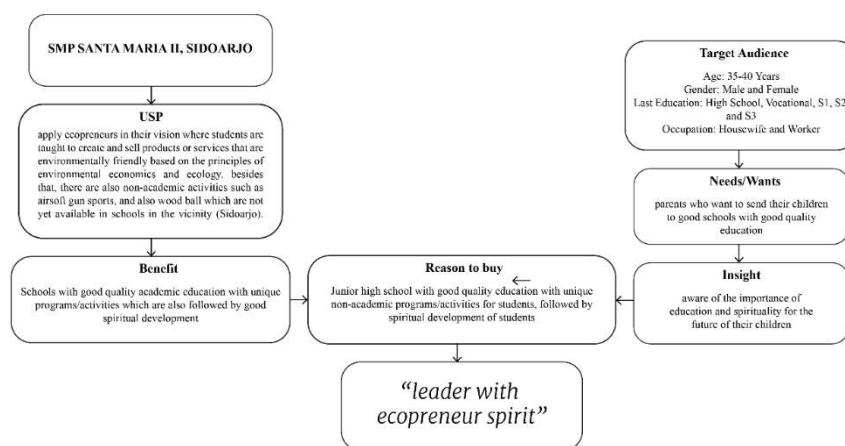


Figure 2 Message Concept

### Creative Concept

The Creative Concept is used to approach the target audience with a big idea, namely by communicating the credibility and superiority of SMP Santa Maria II, Sidoarjo by adjusting the target audience, namely parents aged 35-40 years. namely with promotional media on Instagram SMP Santa Maria II, Sidoarjo in a better and more organized way, so that it can be conveyed easily and precisely

### Visual Concept

Based on the message concept, the visual concept of SMP Santa Maria II, Sidoarjo will communicate the visual identity, segmentation, and products in SMP Santa Maria II, Sidoarjo. This visual concept uses visual elements in the form

of colors taken from the visual identity of the school and also the location of the school which is in a complex that tends to be close to nature. The visual concept will give a simple and playful impression. The typography used uses sans serif font which gives a simple and playful impression and uses serif which refers to the school logo. The layout used is asymmetry and organic to give a dynamic and not a rigid impression. With a visual concept like this, the authors hope that the target audience will get the impression and message generated from this visual concept, and can remember a Santa Maria II Middle School, Sidoarjo, be interested in the visuals, pay attention to promotions and information SMP Santa Maria II, Sidoarjo and be interested in attend a school or send their children to SMP Santa Maria II, Sidoarjo.

### Color

The main color that will be used in the promotional design for SMP Santa Maria II Sidoarjo uses the color palette found in the SMP Santa Maria II Sidoarjo logo, namely dark green and its derivatives, namely light green as an addition. The secondary color used as a background or complementary visual identity is yellow. These colors will reinforce the visual identity of SMP Santa Maria II, Sidoarjo.



Figure 3 Color Palette

### Typography

The typefaces used in the design are Serif and San Serif fonts. The kind letters used are Merriweather (serif typeface) and Montserrat (san-serif typeface). The Merriweather font was chosen to give a more assertive and formal impression where this school is a Catholic school so this font is chosen to give an appropriate impression, which will also be used for the school's tagline. The Montserrat font was chosen because it is more informal and modern



Figure 4 Typography

## Shape

The visual elements used in this design are free-form visual elements or organic shapes, geometric circles, and lines. These visual elements illustrate shapes that can beautify the design and give a playful impression so that it looks more flexible and does not seem stiff.



Figure 5 Shape

## Layout

The layout used is an asymmetrical and organic style to give an informal and playful impression so it doesn't look stiff. This layout was chosen to match the visual elements that share the same concept. Below is a layout reference for designing

## Illustration

For illustration in the promotion design for SMP Santa Maria II, Sidoarjo used a combination of photos of activities at school such as teachers, students, or employees, and illustrations with predetermined colors and a flat design type to give a playful but firm impression



Figure 6 Illustration

## DESIGN RESULT



Figure 6 Merchandise kit



Figure 7 Business Card



Figure 8 Billboard



Figure 9 X Banner



Figure 10 Leaflet



Figure 11 Instagram Feed

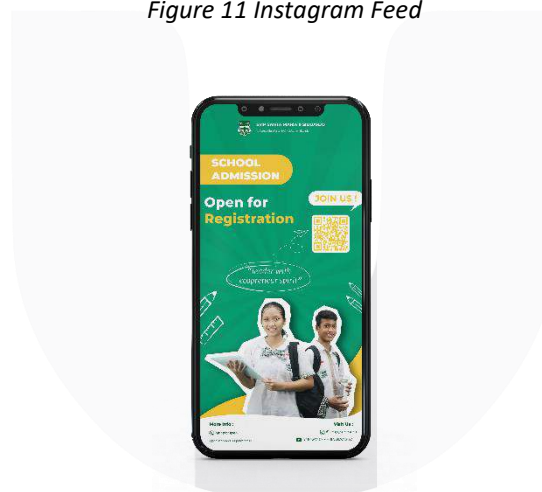


Figure 12 Instagram Story

## CONCLUSION

Based on the Final Assignment that has been done, it can be concluded that the design of this Final Assignment is based on the problems faced by SMP Santa Maria II, Sidoarjo, whose promotional media are less attractive so that the message to be conveyed is not conveyed properly to the public. From these

problems, to solve it is necessary to design good promotional media for visuals and more effective promotional media for SMP Santa Maria II, Sidoarjo. From the results of data analysis, SMP Santa Maria II, Sidoarjo requires designing promotional media that can reach the target audience. SMP Santa Maria II, Sidoarjo, Sidoarjo needs to increase its promotion platform so that it reaches the age you want to reach, in addition to increasing public awareness of SMP Santa Maria II, Sidoarjo, Sidoarjo and increasing student enrollment rates. There is also a platform that is used to introduce SMP Santa Maria, namely social media, including Instagram. Through the design of this promotional media, it is hoped that SMP Santa Maria II, Sidoarjo can be recognized by the community in Sidoarjo City and get a large number of student registrants.

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