



Infographic Posters at Sumber Gentong Natural Tourism as an Information Medium

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Abstract

Infographic posters have significant potential to enhance visitor understanding of the Sumber Gentong tourist destination. This study aims to analyze how infographics can be utilized as an effective visual communication tool to convey information about facilities, regulations, and conservation values at Sumber Gentong. Through engaging and informative visualizations, it is anticipated that infographics can increase Sumber Gentong's brand awareness, attract more visitors, and encourage active participation in environmental conservation.

1. Introduction

Infographic posters are a form of visual communication media that combines images, data, and text to convey information effectively. According to Smiciklas (2012:47), the use of visual elements in infographics can increase understanding by up to 400% compared to plain text. This is because information visualization utilizes the brain's ability to process images faster than text, so it can attract attention and make it easier for readers to understand the message being conveyed. With attractive and informative visuals, infographic posters play an important role in conveying information in a way that is easier for various groups to understand. Sumber Gentong, a natural tourist destination located on Jl. H. Nur Rois, Gentong hamlet, Tirtomoyo, Pakis District, Malang Regency, has great potential to attract more visitors. According to data from the Malang Regency Tourism Office, this area offers natural beauty and a natural rural environment. Unfortunately, the delivery of information about this destination is still limited, especially in terms of the facilities and values offered. This often causes visitors to not understand the tourism potential of Sumber Gentong as a whole and even not understand the applicable regulations. Therefore, it is important to improve more efficient and informative communication media so that the tourism potential of Sumber Gentong can be maximized.

Sumber Gentong faces common challenges that are often found in rural tourism destinations, namely limited access to information. As explained in Law No. 24 of 1992, rural areas are areas that generally rely on natural resource management and are often left behind in terms of infrastructure and technology. This has resulted in Sumber Gentong not being fully able to communicate its uniqueness and advantages optimally to potential tourists.

To overcome this challenge, the use of infographic posters as an information medium can be an effective solution. Infographics are not only able to attract attention, but can also convey messages quickly and clearly. In the context of Sumber Gentong tourism, infographics can display information about facilities, rules, and conservation values that need to be maintained in the area. In addition, infographics can play an important role in increasing brand awareness of Sumber Gentong as a unique and environmentally friendly natural tourism

destination. By delivering information that is interesting and easy to understand, visitors are expected to better understand the potential and importance of preserving Sumber Gentong, which will ultimately have a positive impact on the development of local tourism.

Increasing brand awareness is also an important key in increasing the tourist attraction of Sumber Gentong. A study by Keller (2013:67) stated that strong brand awareness can help distinguish a destination from other places and create more attraction. Therefore, the strategy of using infographics as a visual communication tool can help build the image of Sumber Gentong as a destination that is oriented towards nature conservation and unique tourism experiences, thus encouraging an increase in the number of tourist visits. Thus, through the use of infographic posters as a medium of information and promotion, it is hoped that Sumber Gentong can be increasingly recognized and utilized as an environmentally friendly tourist destination, with great potential to support the economic development of the local community.

1.1 Visual Elements in Infographics

Several important visual elements in infographics, according to Kosslyn (2013), include:

- **Color:** Colors are divided into two categories: cool colors (green, blue) that create a calming effect and warm colors (red, yellow) that attract attention.
- **Typography:** The proper selection and management of fonts can enhance the effectiveness of communication in infographics.
- **Illustrations:** The art of images that provide a visual explanation of a certain concept.

1.2 Information Media

Information media refers to tools used to deliver specific messages or knowledge to the public, enabling them to understand and obtain relevant information (Suryana, 2011: 115). This media is crucial in communicating information at tourist destinations because it allows visitors to learn more about the destination, its culture, and the activities available at the location.

In information media, human senses such as sight and hearing play a major role in receiving and understanding the presented information. The messages received by the senses are processed by the mind, which then forms perceptions and influences decisions or actions (Cangara, 2012: 121). Therefore, the use of visual media, such as infographic posters at Sumber Gentong, can be an effective way to deliver engaging and educational information.

1.3 Target Audience

The target audience for informational media at Sumber Gentong includes all types of visitors, ranging from families, students, to local and international tourists. In marketing strategy, the STP (Segmentation, Targeting, and Positioning) concept can be applied as follows (Tjiptono, 2014:152):

Segmentation

Market segmentation can be carried out based on several criteria such as:

- **Geographic:** Grouping visitors based on their origin, both domestic and international.
- **Demographic:** Considering the age, gender, and educational background of visitors. For example, providing specific information that may attract students or families.
- **Psychographic:** Identifying the interests and preferences of visitors, such as tourists seeking natural recreational spots or those interested in historical and cultural education.

Targeting

Targeting specific groups that are considered to have a high interest in the type of tourism offered by Sumber Gentong, such as students seeking educational experiences or families wishing to enjoy nature tourism.

Positioning

Positioning Sumber Gentong as an informative and educationally friendly tourist destination by using engaging and easy-to-understand informational media. The infographics posters at Sumber Gentong help create the impression that this place provides comprehensive and valuable information for all audiences.

2. Research Methods

2.1 Observation

The observation conducted is active observation. This technique supports descriptive qualitative analysis by understanding the unique aspects of a tourist attraction (Patton, 2014:235), where the researcher directly experiences and observes the environment of Sumber Gentong Nature Tourism. Active observation aims to gain a deeper understanding of the research object through firsthand experience (Sugiyono, 2015:124). In this observation, the researcher not only observes the general tourism potential but also records various aspects, such as the types of culinary offerings available around the site.

2.2 Interviews

The interview technique employed in this study is in-depth interviews. This method is highly effective for understanding the preferences and perspectives of informants relevant to the context of visual communication design in infographic media (Creswell, 2013:89). The in-depth interviews were conducted with Mrs. Khusnul, the manager of Sumber Gentong Nature Tourism, and Mr. Ponidi, a historian from Tirtomoyo Village. In-depth interviews allow researchers to gather specific and detailed information related to the informational needs of the management and the local historical context intended for visitors (Kvale, 2007:48).

2.3 Literature Study

The literature study involves gathering theories relevant to infographics, visual design, and the effectiveness of visual communication in the context of tourism. This study uses sources from books, journals, and scientific articles published after 2010 to ensure that the data and theories used are current and relevant to the latest trends in visual design. For instance, theories on infographics refer to Ware's (2012:102-105) book, *Information Visualization: Perception for Design*, which discusses infographic design principles to enhance visual understanding in various contexts. Additionally, theories on the effectiveness of visual communication in tourism refer to research by Tufte (2013:78-82), which highlights the importance of visual elements in conveying information effectively.

3. Result & Discussion

3.1 Early Condition

Sumber Gentong has great potential as a leading tourist destination. However, the lack of information media means that many visitors do not understand important details about this place. This leads to various issues, such as ignorance of the applicable rules, minimal knowledge of Sumber Gentong's history, lack of information about the available culinary options, and confusion about the interesting activities that can be enjoyed there.

3.2 Infrastructure

Sumber Gentong offers various facilities designed to provide comfort for visitors. There is a swimming pool with fresh water, a duck boat ride to explore the beauty of the lake, and a culinary area that presents various regional specialties. In addition, there is a prayer room, well-maintained toilets, a gazebo for relaxing, and a large parking area. Various photo spots are also available to add to the excitement of the visit. With these facilities, Sumber Gentong strives to create a comfortable and unforgettable tourism experience.

3.3 Location

Sumber Gentong is located on Jalan H. Nur Rois, Tirtomoyo Village, Pakis District, Malang Regency, East Java. This location can be easily reached from the center of Malang City in about 30 minutes. To get there, visitors can follow the route from the Al Ishlah Jami Mosque in Gentong Hamlet, then turn north and follow the directions to Gapura Abdillah Gang 4. After that, the journey continues west until arriving at Sumber Gentong.



*Fig. 1. Entrance to Wisata Alam Sumber Gentong
(Personal Document)*

3.5 Implementation Schedule

The schedule for implementing the Infographic Poster design at Sumber Gentong Nature Tourism as an Information Media is as follows.

Table 1. Implementation Schedule

| No | Date | Information |
|----|---------------------|---|
| 1. | 23 July 2024 | Location Observation |
| 2. | 3-10 August 2024 | Interview with BUMDes and Tritomoyo History Experts |
| | | Handing Over the MoU |
| 3. | 19-20 August 2024 | Pre-Production (Sketching) |
| 4. | 24-30 August 2024 | Production (Illustration Creation and Digitalization) |
| 5. | 1-20 September 2024 | Printing and Framing Process |
| 6 | 29 September 2024 | Post-Production (Poster of the Infographic Application) |

3.6 Infographic Design Concept

The main media in this study is static infographics. By designing it creatively and innovatively, this infographic is expected to be able to convey messages effectively to a wide audience. The demographic segmentation targeted in designing this infographic includes visitors who come to the Sumber Gentong natural tourism. This infographic aims to enable visitors to obtain information related to the natural beauty, facilities, and activities available at Sumber Gentong.

Product description is an identification stage that contains details about the type of product, size, media, and quantity that will be designed in this study. The description of the infographic product to be designed is shown in the following table.

Table 2. Implementation Schedule

| No. | Specification | Description |
|-----|------------------|--------------------------------------|
| 1 | Product Title | History, Culinary, Rules, Activities |
| 2 | Infographic Type | Poster (Static Infographic) |
| 3 | Size | 297 x 420 mm |
| 4 | Media Type | Paper |
| 5 | Quantity | 4 Pieces |

The information media created is a statistical infographic in printed form. This printed media allows information to be directly absorbed by visitors through physical involvement. Therefore, this infographic is designed to attract attention, as well as be easily remembered by the audience visiting the Sumber Gentong tourist area. The layout and design of the infographic are arranged diagonally to maximize the potential to attract visitors' attention. The visualization of the story will be conveyed through illustrations with a colorful natural theme, because this theme is more effective in stimulating the imagination and enthusiasm of visitors. The visualization of objects on the poster will use a decorative style, with the principle of simplifying forms that still clearly depict natural elements such as trees and waterfalls.

3.7 Selecting Visual Aesthetic Elements for Infographics

Some of the elements used in designing this infographic poster are as:

1. Image Object Selection

Object simplification is done by changing the image into a cartoon-style illustration to make it easier for the public to interpret. In the culinary-themed poster, the activities and regulations of the teenagers' images are used as decoration and emphasis that attracts visitors' attention and the image of a barrel depicting the history of tourism becomes the focus of attention, with a simplified form. Supporting illustrations are used as decoration and to strengthen the information to be conveyed in each poster.

2. Color Selection

Color can give an impression and influence the feelings of someone who sees it. Therefore, color is an important aspect in the design process. The coloring used in designing the infographic poster at Sumber Gentong Nature Tourism is bright colors that attract attention and are in accordance with the atmosphere of nature tourism. The posters designed consist of three posters with images of teenagers and one poster containing history with an image of a barrel, all of which aim to inform and attract visitors' interest.

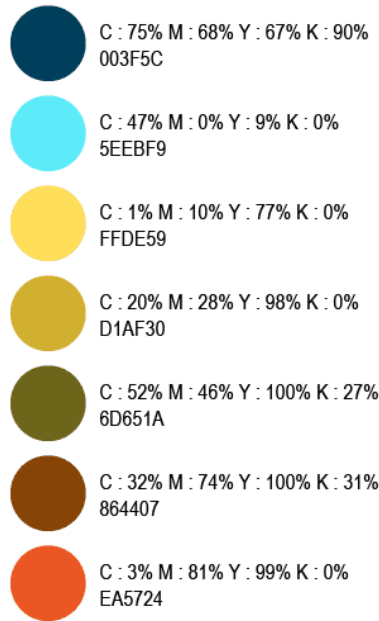


Fig. 2. Color Selection Infographic Natural Tourism Sumber Gentong

The colors chosen are adjusted to the topic or content in the infographic so that they meet the design principles related to harmony and balance. The colors for the infographic are dominated by warm colors. While the colors for the natural potential infographic are dominated by cool colors to create an impression that matches the content of the natural potential infographic. The selection of colors used for the natural potential infographic can be seen in the picture.

1. Selecting the font type

In choosing a font, the clarity of reading is very important and it gives a beautiful impression according to the poster theme. For that, several fonts are chosen which are combined to achieve this goal. The font is adjusted to the illustration style on each infographic poster. The fonts that are adjusted to the illustration style are:

History Infographic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 0 1 2 3 4 5 6 7 8 9
 ~ ! @ # \$ % ^ & * () - _ = + [{] \ | ; : ' " , < . > / ?

Fig. 3. Cinzel Font

This Cinzel font is used in the title of the Infographic about history for the words “KENALI SEJARAH WISATA ALAM SUMBER GENTONG”.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 0 1 2 3 4 5 6 7 8 9
 ~ ! @ # \$ % ^ & * () - _ = + [{] \ | ; : ' " , < . > / ?

Fig. 4. Font Copperplate Gothic 29 BC

The Copperplate Gothic 29 BC font is used in the infographic content that explains the history of Sumber Gentong.

Culinary

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
~ ! @ # \$ % ^ & * () - _ = + [{] \ | ; : ' " , < . > / ?

Fig. 5. Font Bernoru SemiCondensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 0 1 2 3 4 5 6 7 8 9
 ~ ! @ # \$ % ^ & * () - _ = + [{] \ | ; : ' " , < . > / ?

Fig. 6. Font Holiday

The 2 fonts are combined in the infographic title to create an impression of beauty. Bernoru SemiCondensed Font as “CULINARY TOURISM” and Holiday Font as “Sumber Gentong Nature Tourism”

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
~ ! @ # \$ % ^ & * () - _ = + [{] \ | ; : ' " , < . > / ?

Fig. 7. Font Anton

The Anton font is used as a subtitle and brief information about culinary prices at Sumber Gentong Nature Tourism.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
~ ! @ # \$ % ^ & * () - _ = + [{] \ | ; : ' " , < . > / ?

Fig. 8. Font Montserrat

The Montserrat font is used as the content for various culinary delights found at the Sumber Gentong Nature Tourism.

Settings

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
~ ! @ # \$ % ^ & * () - _ = + [{] \ | ; : ' " , < . > / ?

Fig. 8. Font Funtastic

The Funtastic font is used as the title of the infographic about regulations for the words “TAATI ATURAN ITU PENTING”.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
~ ! @ # \$ % ^ & * () - _ = + [{] \ | ; : ' " , < . > / ?

Fig. 8. Font TT Commons Pro

The TT Commons Pro font is used as the content that explains the regulations in the Sumber Gentong Nature Tourism infographic.

Activity

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
~ ! @ # \$ % ^ & * () - _ = + [{] \ | ; : ' " , < . > / ?

Fig. 9. Font Ample Display

The Ample Display font is used as the title of the infographic about activities for the words “3 AKTIVITAS WAJIB DILAKUKAN DI SUMBER GENTONG”.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~!@#\$%^&*()-_+[{]}\|;:'",<.>/?

Fig. 10. Font TT Commons Pro

The TT Commons Pro font is used as the content that explains the activities in the Sumber Gentong Nature Tourism infographic.

3.7.1 Infographic Design Process

In making infographics there are several processes, including the pre-production process, production process, and post-production process.

3.7.2 Pre-Production Process of Infographics

In the pre-production process, the initial sketching process is carried out. The initial sketch is the process of finding a visual form that is a reference for the information media that is created. The sketching process refers to the image that will later be made to facilitate the visual concept that will be used.

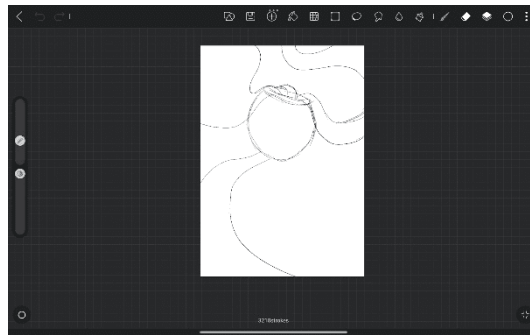


Fig. 11 First Sketch (History)

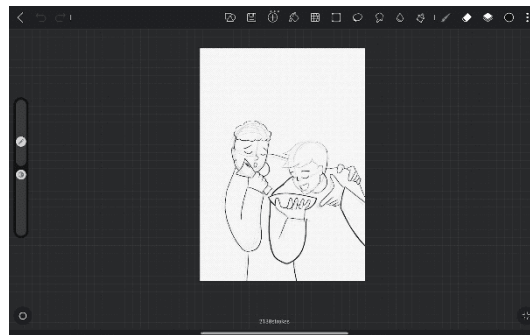


Fig. 12. First Sketch (Culinary)

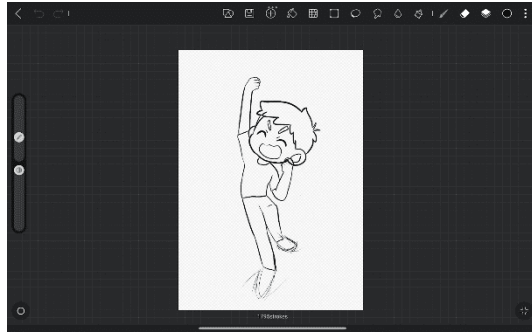


Fig. 13. First Sketch (Rules)

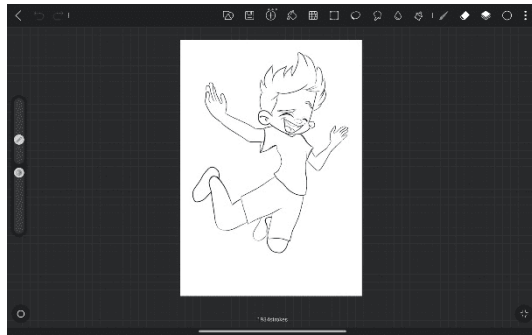


Fig. 14. First Sketch (Activity)

In the picture, the illustration design for the Sumber Gentong Nature Tourism infographic poster is shown. This illustration will later be used as a decoration for the infographic that is made.

3.7.3 Infographic Production Process

In the production stage, the visual execution process is carried out with the help of the Hipaint application for illustrations according to the sketches that have been made and Adobe Illustrator 2024 for the layout design and typography for the title and content of the Sumber Gentong Nature Tourism infographic. Furthermore, the printing process will be carried out on A3 paper media.

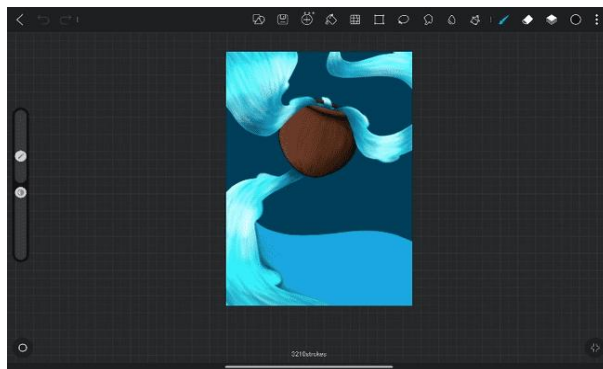


Fig. 15. Illustration Process (History)

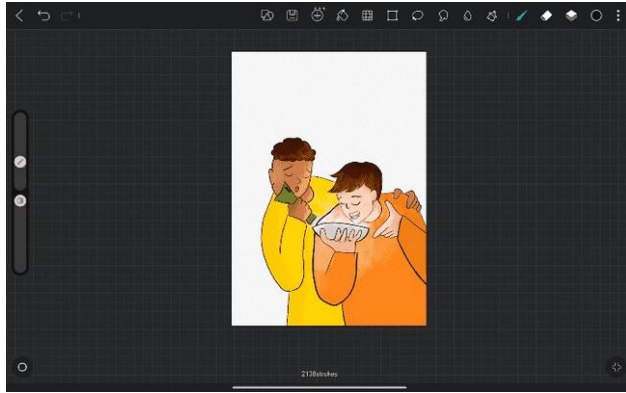


Fig. 16. Illustration Process (Culinary)

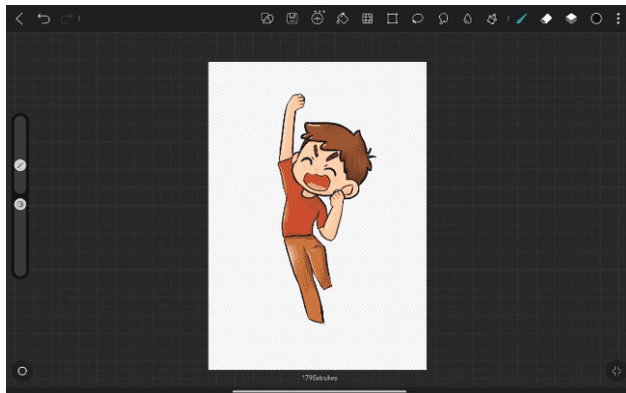


Fig. 17. Illustration Process (Rules)

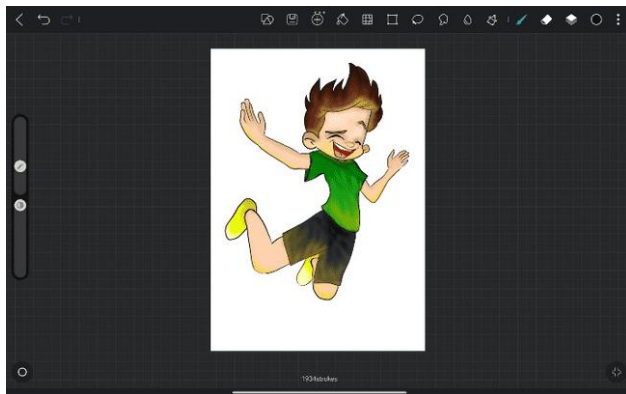


Fig. 18. Illustration Process (Activity)

In this process, manual sketches are used as a reference for the illustration digitization process. Here the infographic digitization process uses the Hipaint application. This illustration will be used as a decoration to make it look attractive to visitors to Sumber Gentong Nature Tourism.



Fig. 19. Digitalization Process (History)



Fig. 20. Digitalization Process (Culinary)



Fig. 21. Digitalization Process (Rules)



Fig. 22. Digitalization Process (Activity)

In this process, the layout and typography design stage is carried out which aims to attract visitors' attention and provide clear information.

The next production stage is to enter the printing stage on Art Paper 210 paper or the production stage which provides a real picture of how an infographic is applied to a previously determined media. After the infographic has been printed, it then enters the media and place that have been previously determined.

3.7.4 Post-Production Process of Infographics

This infographic poster is installed at the entrance gate of Sumber Gentong Nature Tourism due to the limited installation area in the tourist location which is dominated by an open environment. This placement was chosen so that visitors can easily see important information after purchasing tickets before entering the tourist area. To provide a more attractive and maintained appearance, the infographic poster is also equipped with a figure.



Fig. 23. Infographic poster application & Digitalization Process (Activity)

4. Conclusions

The conclusion that can be drawn from this activity is that infographic posters have proven to be an effective information media in Sumber Gentong Nature Tourism. The implementation process includes planning strategic content and locations, creating informative and attractive designs, and printing with weather-resistant materials equipped with frames to maintain durability. As an information media, this poster is able to convey important messages to visitors easily before they enter the tourist area. An attractive and informative design not only increases visitors' understanding but also strengthens the professional image of the tourist area, making infographic posters a practical and effective solution in providing information in an open environment.

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