Design of Vegetable Bada Promotional Media Using Still Life Photography Techniques

Delita Rahmanda Sari[1*], Rina Nurfitri[2], Yekti Asmoro Kanthi[3], Ahmad Zakiy Ramadhan[4]

[1]Sekolah Tinggi Informatika dan Komputer Indonesia (STIKI) Malang, Kedung Rejo Street RT.40 RW.10 Sukomulyo – Pujon , Indonesia
[2,3,4]Sekolah Tinggi Informatika dan Komputer Indonesia (STIKI) Malang, Indonesia

Article Information

Abstract

The design of Bada's Vegetable Promotional Media Using Still Life Photography Techniques was created to assist Bada in solving problems in terms of promotional media (building new media for resellers) and Bada's visual assets so as to produce Promotional Media in the form of Product Catalogs, Instagram Feeds and Bada Instagram Stories, Posters, Brochures, X-Banners, and Photo-based Calendar Authentic Bada vegetables relevant and friendly with pre-owned sales platform. Product photos of Bada vegetables applying the Still Life Photography technique which is the main element in the promotional media that is designed. As for this research, testing has been carried out on the results of the design through a questionnaire to 20 respondents (customers of Bada)

1. Introduction

Since March 2020 the COVID-19 pandemic has changed the whole order of life for people globally. All aspects are affected by the COVID-19 pandemic, including the social and economic aspects. Where people's lifestyles are turning to digital because of social restrictions as the government's effort to break the chain of spread of the COVID-19 virus. The condition of this digital transformation has resulted in the proliferation of online shops that sell various kinds of community needs, including vegetables. One of them is Bada. Bada is a new business entity based in Malang, precisely on Jl. Raya Banjarejo RT.02 RW.01 Kec. Pakis Kab. Malang. Established since 2021, its trading products are a variety of fresh vegetables from local farmers with online purchases as well as courier delivery services for the Malang City area and its surroundings.

Even though people know the importance of consuming vegetables in the pandemic era and now it is easier to fulfill them through online shopping, this does not increase people's buying interest in vegetables. Quoted from suara.com (Tanjung, 2021), saying that there was no increase in vegetable consumption during the pandemic said Nur Fajrina, a seed researcher from Ewindo in a webinar, Wednesday (28/4/2021). The survey conducted by Nur Fajrina in collaboration with the Yogyakarta National Development University (UPN) (Dr RR Rukmowati Brotodjojo and Dr Dwi Aulia Ningrum also showed that the Covid-19 pandemic did not necessarily change the behavior of people's consumption of vegetables in several regions in Indonesia, this was also proven on Bada's sales which were stagnant and even tended to decline.Seeing this, Bada expects additional promotional media that are effective, flexible, and relevant to conditions as well as friendly to the platforms currently used to help motivate and introduce Bada products through promotional media that they haven't had before.

Bada does not only carry out conventional promotions by distributing flayers to product testers, but Bada also takes great advantage of the development of social media which is now a necessity for the community in their activities. Social media that has helped Bada's operations include WhatsApp, Instagram, Facebook , and Tokoco. According to (Ardhi, 2013) promotional media that are often chosen by many companies are layout designs and product photos. Layout designs and product photos become tools or media that support the delivery of information about a product or service that is introduced so that it is easier for the audience to remember. Based on this, the Bada owner's observations, considerations, and approvals, additional promotional media were designed according to Bada's current needs, namely the Product Catalog, with additional (other implementations) on Instagram Feed and Instagram Story, Posters, Brochures, X-Banners , and Product Photo-Based Calendars.

Through this design, it is hoped that later it will be able to provide its own charm and increase people's buying interest in vegetables. The use of still life was chosen considering that this type of photography technique gives an inanimate object a more lively impression so that it is felt to be in line with Bada products.

a. Formulation of the Problem

Based on the explanation of the background above, the formulation of the problem is obtained in the Design of Sayur Bada Promotional Media Using Still Life , namely:

1. How to make Promotional Media (Product Catalog, Instagram Feed and Instagram Story Bada, Posters, Brochures, X-Banners and Calendars) based on Product Photos that are relevant and friendly to Bada's sales platform applying still life?

b. Objectives

Objectives of Designing Sayur Bada Promotional Media Using Still Life are:

1. Produce Promotional Media (Product Catalog, Instagram Feed and Instagram Story Bada, Posters, Brochures, X-Banners and Calendars) based on Product Photos that are relevant and friendly with the Bada

2. Producing product photos of Bada vegetables by applying Still Life Photography techniques as the main element in promotional media designed by Bada

c. Benefits

Following are the benefits of Sayur Bada Promotional Media Design Using Still Life Photography Techniques:

1. For Writers

a. Understand clearly how to make promotional media (Product Catalog, Instagram Feed and I nstagram Story Bada, Posters, Brochures, X-Banners, and Calendars) based on product photos.

b. Clearly understand additional promotional media that are relevant and friendly to the Bada sales platform

c. Clearly understand the process of product photography using Still Life

d. As an application of knowledge that has been obtained during lectures

2. For Agencies

a. As an in-depth study of promotional media (Product Catalog, Instagram Feed and Instagram Story of Bada, Posters, Brochures, X-Banners, and Calendars) based on product photos

b. As a study of writing product photos using Still Life

c. As an archive majoring in Visual Communication Design

3. For Bada

    a. As a new Product Photo-based Promotional Media for Bada

    b. As a tool to suppress buying interest for consumers.

    d. Method

Using Still Life, applying the design method (Gibson, 2016) design thinking. (Kelly & Brown, 2018) in Lazuardi and Sukoco say that design thinking is a human-centered approach related to innovation from devices to combine one's needs, technical possibilities, and requirements for business success.
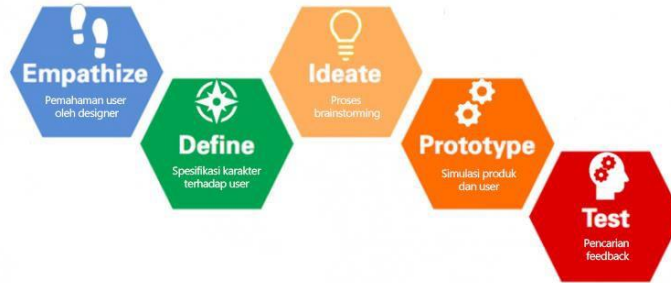

Fig. 1 Stages of Design Thinking

1. Empathize

The stage of understanding the emotions, experiences, and situations of the user or users. In the process of designing the Bada Digital Catalog Based on Photo Products, emotional understanding of users (housewives in particular) is carried out in order to obtain in-depth data regarding user needs. Not only that, the researchers also conducted interviews with ownersand partners as well as observations on Bada's social media in order to obtain valid data so that they could produce appropriate and relevant design ideas.

2. Define

The depiction of ideas that will become the basis of Sayur Bada Promotional Media Design Using Still Life is obtained by extracting information that is more specific to the user by doing the following things:

    a. Customer Insight

    Is the stage of analyzing the target audience and target market

    ·   Demographics

        Gender   : Male, female

        Age   : 13 years and over

        Occupation   : Public (all jobs)

        SES   : General (all people)

    ·   Psychographics

        Personality   : The primary target market is the general public (especially housewives/young couples)

    ·   Behavioristic

        Behavior   : Have an interest in online shopping

3. Ideate

Ideate is the stage of drawing ideas or solving problems that are encountered after knowing the information on user needs or users stage define. Evaluating some of the creative ideas that have been defined is part of ideate.

4. Prototype

Prototype is the process of implementing an idea or solution that is made into a product or application to make it easier for the audience to see and understand a visual picture of the design.

5. Test

Test is the experimental stage of the user or user. The test is important because in this process experience and input from the user to evaluate the design work.

1.1 Literature Review

The results of the previous design which became the reference for the researchers was a paper entitled Designing Denaro Pizza and Rest Yogyakarta Promotional Media (Saputra, 2013). The results of the design of the main media promotion media (primary media) are posters and banners, and the supporting media are items in the form of x-banners, uniforms, leaflets, business cards, packaging, calendars, stickers, mugs and pins. The design concept for Denaro Pizza and Resto promotional media used is to serve/display pizza food, making the Denaro Pizza location a promotional media with a simple design display in the form of pictures/photos.

The design process goes through the stages of data collection using observation techniques, interviews, documentation, and analyzed using the SWOT technique (Strengths, Weaknesses, Opportunities, and Threats). rough idea layout, complete layout, layout , stages of making promotional media in the process of making the final design.

Fig. 2 Previous Research 1

Applying qualitative research methods to produce precise and clear descriptive data. However, the resulting final visual is considered unattractive considering that making promotional media does not only talk about beauty but also must be able to convey messages through the visuals that are displayed in a way that is easily accepted by the audience. Such as adjusting and adjusting the graphic elements used and paying attention to the emphasis on each design.

The design that is the second reference is a journal entitled Design of 100% Cold Press Commercial Photography as a Promotional Media compiled by (Rizkiyanti, 2017). The result of this design is to create commercial photography suitable for 100% Cold Press products as promotional media on Instagram social media. Using the exploratory method in determining the theme, idea, and title of the work.

Fig.3 Previous Research 2

The final visuals produced were quite good and persuasive, but in some works they felt too dense because properties when taking product photos, making it audience to focus on the main product. The final work reference is a thesis entitled Design of Promotional Media for The Journey Kitchen – In East Surabaya Using Photography Techniques by (Nugraha, 2017). The study in this research is more on the design of the photography. The design process goes through the stages of data collection with observation techniques.

Fig. 3 Previous Research 3

The use of qualitative methods produces fairly complete descriptive data. The final result of the work is also interesting enough to produce visuals that adequately describe the product and research object, but it will be more informative if text is added to the final visual to reinforce the information and message to be conveyed.

2. Research Methods

In This research uses a qualitative method in which analysis is carried out based on theories related to reliable literary sources. This is because this approach has characteristics that are in accordance with the author's initial goal of obtaining data, both pictures, writing, and spoken words from observations. To obtain these data by explaining the existing problems or symptoms by collecting, analyzing, and then interpreting the data obtained, the descriptive method was used in this study.

2.1 Place and Time of Research

Place Design of Sayur Bada Promotional Media Using Still Life Photography Techniques was carried out online through social media and offline through the Bada center, on Jalan Raya Banjarejo RT. 02RW. 01 Pakis District, Malang Regency. The time for conducting research starts from September 2021 to June 2022 with the following details:

Table 1. Research Time

Activities	Year 2022							
	Spt.-Oct.	Nov.	Dec.	Jan.	Feb.	Mart.	Apr	Mei-Jun.
Interviews and observations	✓	-	-	-	-	-	-	-
Analysis and brainstorming	✓	✓	✓	-	-	-	-	-
Make a sketch (rough drawing) of the design	-	-	✓	✓	-	-	-	-
Discussion with the company regarding the idea Project execution	-	-	-	✓	✓	-	-	-
Media design	-	-	-	-	-	✓	✓	-
Media description	-	-	-	-	✓	✓	✓	✓
Test	-	-	-	-	-	-	-	✓
Evaluation	-	-	-	-	-	-	-	✓

2.2 Materials and Research Tools The

Following are the materials and tools used to assist the research process:

2.2.1 Research Materials The

Following research materials will be used by the authors, which include:

1. SWOT data analysis to help find problems and strategies in research

2. Design thinking design method as a reference in the design process

3. Arrangement (list) of interview questions with the owner

4. Observation materials (observation plan, observation media, paper and pen)

5. Questionnaire (list of questions, mobile/laptop device)

2.2.2 Research

Tools The tools used in this research are laptops with desktop laptop specifications in general. Where hardware and software, among others:

1. Hardware

   a. ASUS X441U Laptops

   - Processor intel(R) Core(TM) i3-6006U CPU @ 2.00GHz - 4.00GB RAM memory

   - Monitor with 1024 x 768 px resolution

   b. Mobile SM-A105G

   - Processor Octa Core

   - Large RAM memory 2.00GB

   - Screen resolution 720 x 1520 px

   c. Mouse device

2. Software

   a. Windows 10 Home operating system

   b. Adobe illustrator and photoshop

   c. Mozilla Firefox and Microsoft Edge web browsers

   d. Microsoft Office (Word and Power Point)

2.3 Data and Information

Collection The data collection methods used in the preparation of this Final Project include:

1. Interview

According to (Kriyantono, 2018) interviews are conversations between researchers (someone who hopes to get information) and informants (someone who is assumed to have important information about an object). Where in this case a question and answer process was carried out directly to Bada related parties regarding matters relating to the final assignment.

2. Observation

Observation or observation is a daily human activity using the five senses as the main tool. In other words, observation is a person's ability to use his observations through the work of the five senses. In this case the five senses are used to capture the observed symptoms to be recorded and then analyzed (Morissan, 2017: 143). The observation made here is by making direct observations on Bada's research objects (on social media and platforms used).

3. Library

Studies Library Studies is a method of collecting data by studying and reading literature that is related to the

problems that are the object of research (Suryabrata, 2018). Given that after the problem is formulated, the next step is to look for theories, concepts, generalizations that can be used as a theoretical basis for the research to be carried out. The literature study in this study includes literacy studies and previous research related to the design to be made

2.4 Data and Information Collection

In this study, data analysis was carried out using SWOT analysis (Strength, Weakness, Opportunity, and Threat) which will assist in analyzing and evaluating communication in visual promotion for Sayur Bada Promotional Media Design Using Still Life Photography Techniques. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously can minimize weaknesses and threats (Rangkuty, 2003: 18-20), which is then used as the basis for applying the analysis. SWOT in support of the Final Assignment.

2.5 Design

The design concept in this study is to use the concept of design thinking. Where according to Blueardi and Sukoco (in Kelley & Brown, 2018) design thinking is very appropriate as a pattern of representing people's needs, technology, and business success considering that design thinking is a design method that focuses on the user or users.

So that even in its implementation, the Design of Sayur Bada Promotional Media Using Still Life Photography Techniques uses a simple concept but the requirements for meaning and information are dense with the concept of product photos using still life photography techniques (according to Paulus (2012: 11) still life shooting is creating an image of an object or an inanimate object to appear much more alive and talking).

Promotional media designed include Catalogs, Instagram Feeds and Instagram Story Bada, Posters, Brochures, Notebooks, X-Banners, and Product Photo-Based Calendars. Digital catalog. The concepts applied in the design this time are:

1. Promotional

Designed promotional media includes (Catalog, Instagram Feed and Instagram Story Bada, Posters, Brochures, Notebooks, X-Banners, and Product Photo-Based Calendars). The details are as follows:

a. Design

Concept The design concept was obtained from the data provided by Bada. So that it is found that the concept raised in every promotional media that is designed is minimalist content which is the character as well as Bada's identity. In addition, the minimalist concept was chosen as an effort to minimize the objects and elements used in order to lead the audience to be more focused on receiving the contents of messages or information in promotional media properly (the impression looks simple but interesting and easy to read). The minimalist concept used in the design of promotional media designs is adapted in terms of layout, fonts, colors, and other visual elements (fields, lines, etc.). The content delivered includes information on product lists, promotions, and education by adding photos of Sayur Bada's original products as an audience attraction. The addition of other visual elements also doesn't use too many elements of curved fields and only uses shapes or rectangles to describe the minimalist concept itself. The implementation of this concept is in the form of catalogs, feed content and Instagram stories, posters, brochures, notebooks and calendars designed.

b. Color

The selection of supporting colors in the design of Bada vegetable promotional media is dominated by pastel colors (green) throughout the design elements. This type of color is the color of Bada's corporate identity.
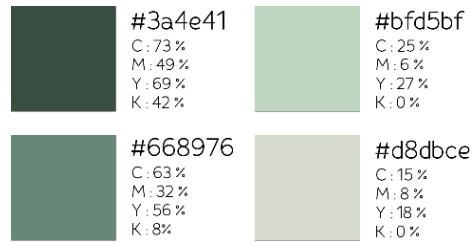
#3a4e41	#bfd5bf
C : 73 %	C : 25 %
M : 49 %	M : 6 %
Y : 69 %	Y : 27 %
K : 42 %	K : 0 %

#668976	#d8dbce
C : 63 %	C : 15 %
M : 32 %	M : 8 %
Y : 56 %	Y : 18 %
K : 8%	K : 0 %

Fig. 4 Design Colors

From these colors, each color has its own theoretical meaning. The darkest shade of green (#3a4e41) is a dense undertone, representing dignity, assertiveness and strength, as well as wealth and abundance. A lighter green (668976) indicates growth, vitality and renewal. The brightest green (#bfd5bf) conveys youth, passion, creativity, and innovation. The last color, which is light gray (#d8dbce), gives a calm and comfortable impression. In general, the green color itself is synonymous with the color of leaves and nature (Bada products), which are natural and soothing. So that from the application of the several colors above in the implementation of Sayur Bada's promotional media design, it is hoped that it will have a positive impact according to the meaning in the application of colors.

c. Font

Is the typography used in designing Bada's vegetable promotional media, considering that this font is included in the guidelines used by Bada for its various derivative designs.

Fibon Sans Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 . ,: ; ? ! _ – @ "

Fig. 5 Font

Fibon Sans Thin Design Font is a type of sans serif font that has a high level of legibility. Sans serif gives a modern and simple impression as a form of harmony with the concept of minimalist content. The main differences in appearance in a letter are divided into 3 variants, namely thickness, proportion, and slope (Sihombing. 2015: 134). So that the use of the same font in each Bada design will build a company image that looks stand out and is consistent with existing guidelines. The selection of the type and character of the letters greatly affects the success of the readability level.

2. Product

Photo Product Photo, applying the concept of still life photography. Where this type of photography gives the impression of life on inanimate objects is also one of the most chosen photo techniques because of its accuracy in food and beverage photography. The details are as follows:

a. Location

The shooting location was carried out in a mini studio located on Jl. Raya Kedung Rejo – Pujon. This studio was chosen because it has sufficient supporting equipment. Lighting equipment can provide technical support for light settings so that it can produce photos that are in accordance with the concept.

b. Properties

The main properties used are vegetables. The addition of properties and supporting items that match the theme will also be used to enhance the appearance of the photo. Props such as burlap, white cloth, wooden cutting boards, knives to wooden spoons that match the theme will also be used to enhance beauty and create an impression that matches the theme.

60

c. Shooting

Techniques The shooting technique used is still life photography techniques. By using still life photography techniques, it is expected to be able to produce photos that are interesting and look alive.

In this shooting, the angle (shooting angle) is a technique that has an important effect on the resulting photo. Taking photos in this design will use several angles that will be used, such as eye level (the camera position is parallel to the object), low (the camera position is below the object), to high angel (the camera position is above the object). This technique is used for shooting medium shots, medium close-ups, and full shots.

d. Editing Technique

After shooting, the editing process will be carried out. Where editing will use Photoshop software. The use of editing with Photoshop is to correct color tones, so that the resulting colors match the theme, sharpness, and have a good composition so that they are pleasing to the eye.

The use of Photoshop is also used to change the size and clean the stains contained in the photo background but still look natural according to needs. In addition, editing is also used to improve the color (coloring) of vegetables if they are deemed unattractive, so as to reduce the attractiveness of the audience.

e. Equipment

Fig. 6 Equipment

- Canon 700D digital SLR camera

- Canon Kit Lens 18-135mm

- Properties appropriate to the theme (nature (burlap, white cloth, wooden rice bowl, wooden cutting board, wooden knife, wooden and clay mortar, white ceramic plate, and small wicker basket)

- 20 kinds of Bada vegetables (Cabbage, Carrots, Beans, Celery, Leeks, Potatoes, Tomatoes, Long Beans, Eggplant, Chicory, Salted Chicory, Chilli Meat, Spinach, Kale, Cucumber, White Broccoli, Green Broccoli, Salad/Lettuce, Siamese Pumpkin, and Corn)

- Lighting (UK softbox 90x60cm)

- Software Adobe Photoshop and Adobe Illustrator

f. Photoshoot implementation

Fig. 7 Shooting Implementation Shooting

Was carried out in late March to early April, using 20 kinds of vegetables (Cabbage, Carrots, Beans, Celdri, Prei Leaves, Potatoes, Tomatoes, Long Beans, Eggplant, Chicory, Salted Chilli, Chilli Meat, Spinach, Kale, Cucumber, White Broccoli, Green Broccoli, Salad/Lettuce, Siamese Pumpkin, and Corn). Shooting will be carried out from morning to noon then will take a lunch break and then continue until the afternoon. In a day there are approximately 3-4 vegetables that can be photographed, bearing in mind that in practice there are constraints on battery strength which can only last a few hours and then charge for a while and then start again. Charging time is also used to rest and restore concentration as well as maintaining body condition and mood to stay primed. Approximately 15 to 20 frames of photos will be taken from each clothing theme (each vegetable and different background). This is done to prevent when there are several blurry images so that you have a lot of stock photos.

Use a white background because white is a neutral color that can reveal the original color of the product. The color reflection that is created from a white background is white, the higher the intensity of the white color that is reflected, it will only make the brightness of the product higher, not change the color of the product. That is what is then taken into consideration in selecting one of the product photo backgrounds. While the use of a dark brown wooden base (table texture) represents the color of the soil which means strength and nature with the aim of emphasizing the value of the product, namely vegetables from the soil (nature) which have many health benefits. The use of this theme is in accordance with Bada's main goal, namely besides suppressing the sale of vegetables, local farmers are participating in protecting nature, one of which is by wearing environmentally friendly product packaging and adapted to the target audience, most of whom are (mothers) who have the most important role in providing food. healthy for the family. As for the look (looks), it will look simpler with a natural and plain model but also has the nature of beauty. The simple side with a natural model is displayed without much use of excessive properties. So that the vegetables used will remain the focus of the audience. The properties used are natural goods (with materials that are easily decomposed). Not all of them are used for each property (according to needs only) for each type of vegetable and type of background.

2.6 Procedure

As Product Photo-Based Promotional Media, applying the design thinking design method. According to Blueardi and Sukoco (in Kelley & Brown, 2018) design thinking is a human-centered approach to innovation drawn from devices to integrate people's needs, technological possibilities, and requirements for business success so that design thinking becomes a design method that focuses on user or users. Based on this, it can be interpreted that design thinking is the right approach to use in solving problems in everyday life, especially in business and advertising design, considering that design thinking is a user-oriented approach. The following is a framework for applying the design thinking method
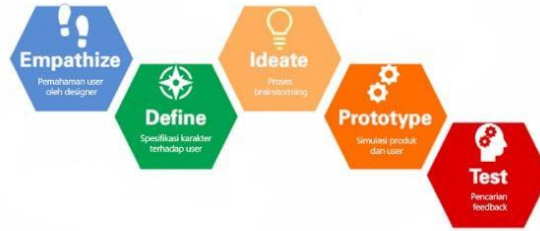
Fig. 8 Stages of Design Thinking

1. Empathize

The stage of understanding the emotions, experiences, and situations of the user or users. In the process of designing the Bada Digital Catalog Based on Photo Products, emotional understanding of users (housewives in particular) is carried out in order to obtain in-depth data regarding user needs. Not only that, the researchers also conducted interviews with Bada owners and partners as well as observations on Bada's social media in order to obtain valid data so that they could produce appropriate and relevant design ideas.

2. Define

The description of the idea that will become the basis of the Product Photo-Based Bada Digital Catalog Design is obtained from extracting more specific information to the user by doing the following things: a

- Customer Insight

  Is the stage of analyzing the target audience and target market

- Demographics

  Gender   : Male, female

  Age   : 13 years and over

  Occupation   : Public (all jobs)

  SES   : General (all people)

- Psychographics

  Personality   : The primary target market is the general public (especially housewives/young couples)

- Behavioristic

  Behavior   : Have an interest in online shopping

3. Ideate

Ideate is the stage to describe ideas or problem solving solutions needed by the user after getting the user's needs at the define stage. Ideate can be done by evaluating several creative ideas that have been defined.

The process of taking pictures (product photos) which is carried out as well as several stages of media design (Product Catalog, Instagram Feed and Instagram Story Bada, Posters, Brochures, Notebooks, X-Banners, and Calendars) based on Product Photos after going through the define stage, are as follows :

1. Product Photo

Before entering into the shooting process, the thing that needs to be done after looking for references is designing a mood board. This method is very useful for facilitating the shooting process. Mood boards are made in the form of pictures or sketches that are able to minimize mistakes in shooting because they already have a visual image or image to be made. After the mood board has been designed, the next process is to implement it.

Fig.9 Sketch (Product Photo Picture)

The embodiment process is carried out according to the ideas, concepts and mood boards that have been made. The mood board that has been designed above is applied to shooting various kinds of vegetables (Cabbage, Carrots, Beans, Celery, Leeks, Potatoes, Tomatoes, Long Beans, Eggplant, Chicory, Chicory, Salted Chicory, Chilli Meat, Spinach, Kale, Cucumber, Broccoli White, Green Broccoli, Salad/Lettuce, Siamese Pumpkin, and Corn) to be realized later. Starting from product and property arrangement, lighting placement, and choosing the background color to be used. Photographic works are shot using the JPG format with an image orientation of 16:9 which can then be adjusted again according to the needs of the layout.

Fig. 10 Editing Process

After the shooting process is complete, the next step is the digital processing (editing). Photo processing to make it look more attractive using Adobe Photoshop CS6 software. Digital processing is done in Adobe Photoshop CS6 to adjust color balancing, brightness and contrast, as well as minimize errors such as smudges and also combine two to three images into one.

2. Media Design

a. Sketch

Is a sketch of the Sayur Bada Promotional Media Design (Catalog):
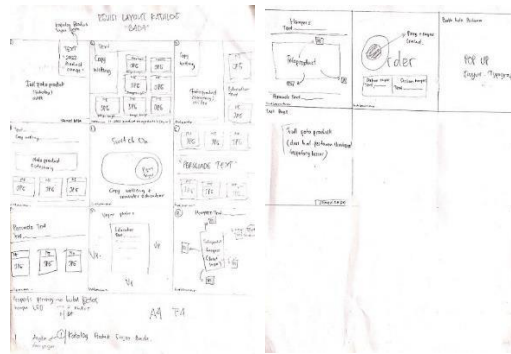

Fig. 11 Catalog Layout Sketch

In figure 3.11 the content is quite dense where the 1st sheet (front cover) contains a full page product photo with the addition of the title and Bada logo. On the 2nd sheet it contains a full page of product photos with the addition of typography. The 2nd, 3rd, 6th, 7th and 8th sheets contain product photo units with a combination of story photos and some additional informative text. The 5th page contains a full sheet of persuasive visuals supported by some text. The 9th page contains a full sheet of education content with a combination of product photos on the edges. The 10th and 11th pages contain pictures of product packages or vegetable hampers along with information about ordering details. Whereas on the 12th page contains discount information on each order of both vegetables per unit and packages (vegetable hampers). Finally, the back cover page contains a product photo that has a unity with the product photo on the front cover with the addition of the Bada tagline.

4. Prototype

Is the stage of implementing ideas that have been made into a product or application to produce a visual picture of the design.

5. Test

Conduct experiments with users or users. This test phase is very important because experience and input from the user will be obtained to improve the design work.

3. Result and Discussion

The implementation of Sayur Bada Promotional Media Design Using Still Life is as follows:

a. The main media

The promotional media created in this design focuses on product photos of 20 kinds of Bada vegetables (Cabbage, Carrots, Chickpeas, Celdri, Prei Leaves, Potatoes, Tomatoes, Long Beans, Eggplant, Chicory, Salted Chilli, Chilli Meat, Spinach, Kale, Cucumber, White Broccoli, Green Broccoli, Salad/Lettuce, Siamese Pumpkin, and Corn) to be implemented in the catalog and some of Bada's Instagram feed and story content. The following are the main media designed in this study:

1. Catalog

The catalog in this design consists of 13 pages, including:

Fig. 11 Product Catalog Design

On the front cover contains a full photo of Bada vegetables with the addition of a little text to emphasize the content. The selected photo with the initial landscape (then divided in half) into a portrait each for the front and back covers so as to give a unified impression on the visuals (if needed on print media). The addition of the text "Sayur Bada Digital Catalog" aims to reinforce the content in the book (catalog). The use of the latter type of font on "Sayur Bada" gives a feminine impression (given that Bada's target audience is women, especially mothers) and the sans serif font on "Digital Catalog" gives a simple impression and represents feelings (sensitivity) to something as well as a high level of legibility. are expected to be able to represent and convey information to readers (Bada's target audience). Product photo visuals are laid out in such a way.

b. Supporting Media

Supporting media made in this design also focuses on product photos of several vegetables (from 20 kinds of Bada vegetables (Cabbage, Carrots, Chickpeas, Celdri, Prei Leaves, Potatoes, Tomatoes, Long Beans, Eggplants, Chicory, Salted Chillis, Mustard Greens, Spinach, Kale, Cucumber, White Broccoli, Green Broccoli, Salad/Lettuce, Chayote and Corn)) to be implemented in Bada brochures, posters, x-banners, notebooks and calendars. The following supporting media are designed in this study:

1. Instagram content

    Instagram content in this design consists of 9 Instagram content feeds, and 6 story including :

Fig. 12 Instagram feeds

The design of the Instagram feed displays photos of original Bada products by adjusting the characters from the previous Bada Instagram feed. In its implementation, the vegetables used vary widely to give a non-monotonous impression supported by informative text content (products and education) plus an identity in the form of the Bada logo and Bada's social media. Vegetables are applied to the visual feed as a speaker (representing the word availability of similar vegetables in Bada). The dominating colors are pastel colors (green) in accordance with the character color or identity of Bada while at the same time giving a calm impression to any content created. The neutral color (white) also matches the character color or identity of Bada while giving a simple yet attractive impression.arrangements layout aim to give a dynamic impression to the content (saving the meaning of the character from Bada).

Fig. 13 Instagram Stories

Apart from being a form of promotion, stories also contain educational content that is in line with the Instagram feed content. The concept used in Instagram stories is to focus on product photos, the vegetables used also function to support the information you want to convey to the audience.

1. Brochure

Fig. 14 Brochure side 1

In designing the brochure design (side 1) it will be used as a promotion given to the audience or customers through gifts or souvenirs. As well as in strengthening the company's relationship with clients in the coming year, Bada will provide a new year's calendar and insert the brochure. Three quarters of the brochure design is filled with original Bada product photos along with some information regarding Bada's address and tagline , as well as text describing what Bada is. The photo used is a vegetable salad used in two parts of the brochure folds to give a unified impression on the visual appearance. Where in the brochure design side 1 the photo of the lettuce vegetable product represents vegetables which are usually used as fresh vegetables (consumed raw) to give freshness to every bite of food which is usually seasoned with chili sauce. The dominating colors are pastel colors (green) in accordance with the color of the character or identity of Bada, even though it gives a calm and light impression on any content that is created. The design form on the brochure seems minimalist with not much use of graphics in each part.

Fig. 15 Brochure side

The brochure design (side 2) displays several photos of original Bada products along with some information on how to order, contact, and Bada's informative text. In the layout design, each vegetable represents the meaning to be conveyed to the audience. Where on the brochure design side 1 is a photo of the long bean vegetable product, which is rich in iron. The aim is to persuade the audience to consume these vegetables, considering that the ingredients are very beneficial for the body, one of which is being able to relieve pain during menstruation. Where this is one of the women's problems (Bada's main target) that is experienced even almost every month. The dominating colors are Bada-aligned colors (green) in accordance with the color of the character or identity of Bada while giving a calm and light impression to any content that is created. The design form on the brochure seems minimalist with not much use of graphics in each part.
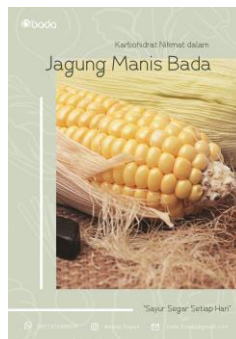
2. Poster

Fig. 16 Poster

In designing the poster design, it will be used as a promotion given to the audience digitally and in print. In the poster design, it displays a photo of an original Bada product along with a simple reminder text. In the layout design, the mustard greens represent the message as the mustard greens here become empathetic, so by implementing the same thing it is hoped that consumers will also feel the impact (positive empathy) from the visuals displayed. The dominating colors are pastel colors (green) in accordance with the color of the character or identity of Bada, even though it gives a calm impression to any content that is created. The shape of the design on the poster seems minimalist with not much use of graphics on each part.

3. X-Banner

Fig. 17 X-Banner

The x-banner design will be used as a promotion given to audiences digitally and in print. The x-banner design displays a photo of the original Bada product (package of vegetable soup) which aims to convey information to the audience that Bada does not only provide fresh vegetables per piece but also provides custom packaged vegetables (according to vegetable availability). Besides that, the use of photos of vegetable products... aims to give a harmonious impression, considering that some promotional media use visuals (photos of similar products). As for some of the information in the x-banner content, it contains bada identity, logo and tagline whose size is larger than the application of other text as a form of visual emphasis besides product photos. the dominating colors are pastel colors (green) in accordance with the color of the character or identity of Bada even though it gives a calm impression to every content that is created. The design form on the brochure seems minimalist with not much use of graphics in each part.

4. Notebook

Fig. 18 Notebook 1

Notebooks will be used as promotions given to audiences or customers through gifts or souvenirs. As well as in an effort to strengthen Bada's relationship with customers in the coming year Bada can provide notebook and insert a brochure inside.cover design notebookdisplays a photo of the original Bada product (Syam Pumpkin Vegetable). In implementing it later, not only photos of chayote vegetable products will be made into notebook, but also all Bada vegetable products will be made into similar covers. Taking pictures of vegetables is very minimalist without any other properties (just adding the Bada logo as an identity in the design process). The chayote here is only an example of a product photo that is implemented in the form of a cover as a promotional medium. In the photo of the product apart from its function as a speaker (representing the word availability of similar vegetables in Bada), here the chayote taken, the picture is taken, giving the impression of a pattern or repetition as part of an effort to attract the audience's interest in consuming vegetables (as shown in the picture, the vegetable looks beautiful repeated as shown in the picture) It is also hoped that the same thing will reach the audience that by repeating eating vegetables (consistent consumption of vegetables) will have a good impact on themselves). The dominating color is a neutral color (white) in accordance with the character color or identity of Bada while giving a simple yet attractive impression. As for the second page (after the front cover), educational content is found in the form of benefits (other educational content) of each vegetable which forms the front cover with a backgrond pattern green.

Fig. 19 Notebook 2

The product photo on the cover of the notebook here, apart from its function as a speaker (representing the word availability of similar vegetables at Bada) further down the chayote that the picture takes gives the impression of forming a full three-quarters flower (circle). Where flowers are synonymous with beauty (Bada wants to have a good impact and give a good impression on every customer of their products and services), circles have no sides (Bada wants to spread kindness in a good way and an endless way, in other words Bada can continue to adapt and innovate with whatever conditions occur), and an empty quarter (as shown in the picture) has meaning, in maintaining the health of our bodies, not only by consuming vegetables but also filling (the empty parts) with other positive things that have a good impact on health, such as exercise exercise, adequate rest, and so forth. the vegetables look beautiful repeated as in the picture. It is hoped that the same thing can also reach the audience by being represented by the visual form of the product photo. The dominating color is a neutral color (white) in accordance with the character color or identity of Bada while giving a simple yet attractive impression. As for the second page (after the front cover), educational content is found in the form of benefits (other educational content) from each vegetable which is the front cover with a backgrond pattern and shooting of vegetables is very minimalist without any other properties in accordance with Bada's character or identity.
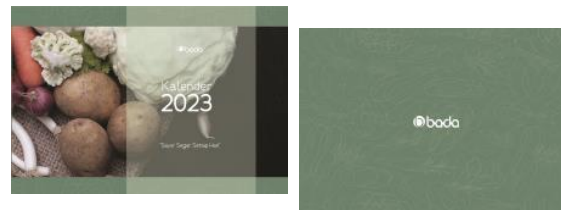
5. Calendar

Fig. 20 Calender Cover

The calendar is part of the Sayur Bada promotional media which is given to the audience or customers through gifts or souvenirs. In an effort to strengthen Bada's relationship with customers, Bada can provide this calendar and insert a brochure inside. On the front cover design of the calendar, showing a photo of the original Bada product (package of vegetable soup) gives a harmonious impression considering that some promotional media use visuals (photos of similar products). As for some of the information in the calendar, it contains a logo and a tagline that represents Bada's identity. The size of the product photo is enlarged compared to the use of other text as a form of visual empathy. The dominating colors are pastel colors (green) in accordance with the color of the character or identity of Bada while giving a calm and light impression to any content that is created. The front and back cover design features pattern with background a green the center.

Fig. 21 Calendar Content

The calendar content is the most important part of the calendar itself and implements the original Sayur Bada product photo. The product photos here are arranged in such a way with an angel shot of each vegetable close up. Apart from being emphatic, the types of vegetables whose product photos are implemented on the calendar also have a meaning (story) for each vegetable. Starting from the far left (January), the product photos used are photos of Sweet Corn vegetables, rich in carbohydrates which are the main consumption needs of Indonesian people so the product photos are placed at the beginning (January). Followed by February, namely green mustard greens, carrots (March), kale (April), beans (May), tomatoes (June), spinach (July), salad (August), cucumber (September) , long beans (October), broccoli (November) which are additional nutrients and vitamins that are very useful for the body to be consumed as a companion to carbohydrates. Finally, in December, it was closed with a photo of a potato product (a source of carbohydrates as well) aimed at remindingthe audience that consuming vegetables must be balanced and measured accordingly to feel the maximum benefits.

Some of the information in the calendar contains Bada's logo, contact information and tagline (identity). In addition, the selection of visual elements also gives a harmonious impression, considering that some promotional media use visuals (similar product photos). The dominating colors are pastel colors (green) in accordance with the character color or identity of Bada while at the same time giving a light and calm impression to any content that is created. The design form on the brochure seems minimalist with not much use of graphics in each part.

4. Conclusions

Conclusion Based on the design that has been done, it can be concluded that the results of this design are promotional media in the form of main media (A4 size product catalog) and supporting media (Instagram content in the form of feeds and stories, A4 posters, A5 and A7 notebooks, brochures , A5 desk calendar, and x-banner) based on product photos. The results of the design are expected to be an alternative in introducing and promoting Bada. Bearing in mind that so far Bada has also not implemented original product photos in any promotional content. In addition, the general public is also not familiar with Bada, while currently there are many businesses engaged in similar fields. So it is necessary to apply certain strategies in facing the competition in the business or business world, so that the design of promotional media based on product photos this time is felt to be very necessary.

The things that need special attention during the design process of product photo-based promotional media this time are adjusting the design concept of both product photos and design styles to match the Bada character that was built before, because the designed media should not change the previous character that has been built according to the image of Bada. Apart from that, in the process of choosing the media, you have to be really selective in order to get relevant media and also consider the cost factor that you have to have.

With the completion of the design of promotional media this time, it is hoped that it will be able to help solve the problems experienced by Bada, especially those that are closely related to promotion. Another hope of designing this promotional media is that it is hoped that it can strengthen Bada's image or identity in the eyes of the public (through design styles and product photos) so that it can help face competition in the business world or businesses in the same field.

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