

Bizkid Sushi Product Promotion Design Based On Print Media

Ridwan Jamal^{1*}, Muliaty², Moh. Djazman Addin²

{wajana64@polimedia.ac.id¹, muliaty26@polimedia.ac.id², addinsuryana@polimedia.ac.id}

Graphic Design Department, Politeknik Negeri Media kreatif, Makassar, Indonesia^{1&2}, Graphic Engineering Department, Politeknik Negeri Media kreatif, Makassar, Indonesia³

Abstract. Print media still has a large enough role to be used to attract consumer interest in promoting Sushi Bizkid products in Makassar City. This is due to the low level of public access to online media related to new food menu choices in the city of Makassar. This print media can be made to assist facilitators in conducting interpersonal communication during training or group activities. Besides that, print media can also be used as reading reference material or as instructional media in communicating new technologies and ways of doing things to promote a product or service through (Leaflets, Brochures, Posters, Stickers, Bulletins, X-Banner, Billboards, etc.). Print products are an effective medium that is used by writers as a reference material in promoting Sushi Bizkid products. like sushi bizkid which is a business that arranges the concept of YATAI (five feet) in Makassar, so the authors make a print media design to support the promotion of this sushi product.

Keywords: design, promotion, print media

1 Introduction

Sushi Bizkid is a Japanese food business, located in Makassar. Sushi Bizkid has the concept of yatai or known as street vendors in Indonesian. Sushi is a typical Japanese food whose main ingredients consist of rice that has been formed with side dishes in the form of raw or cooked meat, seafood, vegetables. This sushi rice has a soft sour taste because it is seasoned with a mixture of rice vinegar (mizkan), sugar and salt. Sushi is generally classified based on the shape of the rice, including; nigirizushi, oshizushi, chirashizushi, inarizushi, and narezushi.

The inspiration for the owner of Sushi Bizkid came from an area in Fukuoka, where you can find lots of yatai shops or street food stalls, and there is even a yatai festival held every year. From there, Rama (owner of Sushi Bizkid) had the idea to create a business where you don't have to spend a lot of money to enjoy this Japanese food.

So far, Sushi Bizkid has 16 menus, the ingredients used here are local ingredients accepted by the tongue of Makassar people, such as shredded chicken and shredded chicken. The type of Sushi that is sold here is a type of Sushi Fusion, Sushi Fusion is a type of Sushi that has been modified, adapted to the tongue of the Indonesian people. With only 10 thousand to 25 thousand rupiah, we can enjoy this sushi, even though it has gone through a modified process, Sushi Bizkid still has a taste that is not inferior to the taste of sushi at restaurant prices.

Based on the description above, the design of promotional designs for Sushi Bizkid products is the most important thing to do so that they can become an attraction for customers and competitiveness for entrepreneurs engaged in the same field, so the author is very interested in taking the title: "Designing Sushi Product Promotion Print Media Based Bizkid". To provide solutions for Sushi Bizkid's business development and can be carried out systematically and periodically.

2 Research Methods

This type of research is qualitative research, in which print media-based promotion designs for the Sushi Bizkid business in Makassar are observed and analyzed carefully to completion and by obtaining the main data from interviews and observations.

In addition, the research conducted was qualitative research which focused on the case study method or approach. to support the author's research, namely development research, which in this development research includes the development of promotional programs through various forms of print media products.

2.1. Research Stages

The initial stages of the research are divided into 4 stages, namely:

- a) Preparation, which includes making proposals, and submitting proposals
- b) Implementation, including print media analysis, print media design, product printing, and print product testing.
- c) Data processing, namely Product Implementation, and Product Evaluation
- d) Reporting, namely Correction, Duplication, and Delivery

2.2. Data collection technique

In this study, several research methodologies were used in designing print media products, as follows:

Observation

Observation activities namely making observations at two Sushi Bizkid business places owned by Ashari Ramadhani Rivai, namely on Jl. A.P. Pettarani and Jl. H.Bau, in Makassar, namely by collecting information and data and studying existing records or documents. The results obtained from observation are that the writer can find out the work system that runs on the management of the Sushi Bizkid business in Makassar, so that the writer can directly report activities that have been seen or studied and can be poured into writing this research.

Interview (Interview)

Interview with the Owner of Sushi Bizkid, Mr. Ashari Ramadhan Rivai and several of his employees.

Literature review

In this method, data collection is done by studying the same books, journals and research results and includes writing literature and related supporting data for making printed product designs and also the authors study from other data sources such as from the internet.

3. Result and Discussion

3.1 Design Details and Design Visualization

Design Type

Types of Designs that will be used to support the promotion of Sushi Bizkid products in print media, namely, X-Banners, Billboards, Brochures, Banners, Posters

Colors Used

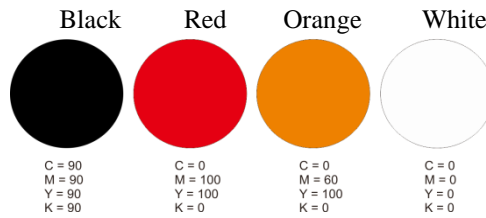


Figure 1. Color

3.2 Design Visualization

3.2.1 X-Banner

In this sub, the author will discuss the design visualization of the X - Banner promotional media used as a promotional media for Sushi Bizkid products.

Visual Design Elements

Illustration

The X - Banner design uses several types of illustrations, namely some bitmap images of Sushi Bizkid's menu, the logo of Sushi Bizkid is also displayed, as well as several vector images.

Text

The texts used in the x-banner media are "The first Yatai Sushi in Makassar" and "Sushi Delicious doesn't make a bokek" as headlines which are the names of the objects of the cases being promoted.

Typography

The typeface used in this design is the Japanese typeface (Yama Moto) Californian Fb, as well as decorative fonts.

Color

The color used in this design is the primary color, namely Red as the main color because red is one of Sushi Bizkid's identity colors, as well as other colors such as white, black and orange.

Creative Design

In the creative process of designing the x-banner media, 3 alternative designs were made, then one was chosen as the chosen design. Placement of illustrations that do not interfere with the text which is the headline which is the name of the object of the case being promoted.

Physical form

The physical form of x-banner media is a vertical rectangle with a size of 60 cm x 160 cm with an iron support behind it.

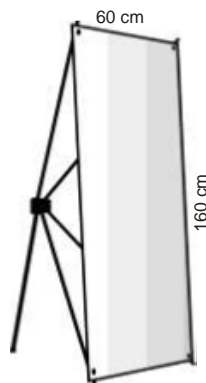


Figure 2. Physical form of x-banner media

a. Design View

From the 3 alternatives through the creative design process, one design was finally chosen as follows:



Figure 3. Form of X-banner design

Media name : X-banner
Size : 60cm x 160cm
Material : Vinyl
Technique : Digital printing

X – Banner has an elongated portrait shape. The illustrations used are in accordance with the design concept and theme, X-banner itself is a medium used to convey information, which contains about the product to be promoted.

3.2.2 Billboards

In this sub, the author will discuss the visualization of the design for making promotional media for billboards which are used as one of the promotional media for Sushi Bizkid products. Visual Design Elements

Illustration

The billboard design uses several types of illustrations, namely several bitmap images of the Sushi Bizkid menu, illustrations of the logo from Sushi Bizkid, and vector images.

Text

The text used in the Billboard media includes the text "The first yatai sushi in Makassar and good sushi doesn't make you broke" as the headline which is the name of the case object being promoted for this product.

Typography

The typeface used in this design is Japanese (Yama Moto). As well as Californian Fb typeface and decorative typeface.

Color

The color used in this design is the primary color, namely red as the main color because red is one of the identity colors of Sushi Bizkid and the additive primary color is white, a mixture of red, green and blue. The secondary colors are black and orange.

Creative Design

In the creative process of billboard media design, 3 alternative designs were made, which were then selected as the selected design. This billboard design was chosen because it is more

aesthetically pleasing than the other 2 alternatives whose illustrations and color choices are more attractive than the others.

Physical form

The physical form of the Billboard media is 3 m x 4 in size.



Figure 4. Physical form of Billboard media

Design View

From 3 alternative billboard designs through the creative design process, one design was finally chosen as follows:



Figure 5. Billboard media design form

Media name : Billboard
Size : 75cm x 100cm
Material : Vinyl.
Technique : Digital printing

Billboards are an effective medium for promoting goods or services because they have a large size so all visual elements can be displayed clearly and in detail. The color combinations used have been adapted to the theories, concepts and characteristics of the Sushi Bizkid business.

3.2.3 Brochure

In this sub, the author will discuss the visualization of the design of making promotional brochure media that is used as one of the promotional media for Sushi Bizkid products.

Visual Design Elements

Illustration

The Brochure design uses several types of illustrations, namely some bitmap images of Sushi Bizkid's menu, an illustration of the logo from Sushi Bizkid, and vector images are also displayed.

Text

The texts used in the media brochure include the text "Sushi is delicious, it doesn't make you bald" "prices start from 10 thousand !!!" as well as a few sentences as the headline of the promoted case object.

Typography

The typeface used in this design is Japanese font (Yama Moto) to display which fits the theme of the Places being promoted. As well as the Californian Fb font and the Arial Rounded Mt Bold typeface.

Color

The color used in this design is the primary color, namely Red as the main color. And white, black and white.

Creative Design

In the creative process of Brochure media design, 3 alternative designs were made, then one was chosen as the chosen design. This Brochure design was chosen because of the balanced arrangement of illustrations and text and highlight a single point of focus or often called the point of interest.

Placement of illustrations that do not interfere with the text which is the headline which is the name of the object of the case being promoted.

Physical form

The physical form of the media brochure is A5 size (15 X 21 cm) and the brochure used is a one-sided brochure.

Design View

Of the 3 alternatives through a creative design process, one design was finally chosen as follows:



Figure 6. Physical form of Brochure media

Media name : Brochure
Size : 14cm x 21cm
Material : King structure 120 grams
Technique : Digital printing

Brochures are an effective medium to promote a business, both goods and services, which contain information about services or goods.

3.2.4 Banner

In this sub the author will discuss about the visualization of the design of making promotional media Banners that are used as one of the promotional media for Sushi Bizkid products.

Visual Design Elements

Illustration

The Banner Design uses several types of Sushi Bizkid menu illustrations. There is also an illustration of the logo from Sushi Bizkid, as well as several vector images.

Text

The texts used in the banner media include the text “Sushi is delicious, it doesn't make you fat” and the address of Sushi Bizkid, as the headline which is the name of the object of the case being promoted.

Typography

The typeface used in this design is Japanese font (Yama Moto) to display which fits the theme of the Places being promoted. As well as the use of Arial letters, for explanatory text about this business.

Color

The color used in this design is the primary color, namely Red as the main color because red is the identity color of Sushi Bizkid, as well as other colors such as white, black and orange.

Creative Design

In the creative process of banner media design, 3 alternative designs were made, then one was chosen as the chosen design. Placement of illustrations that do not interfere with the text which is the headline which is the name of the object of the case being promoted.

Design View

From the 3 alternatives through the creative design process, one design was finally chosen as follows :



Figure 7. Banner media design forms

Media name : Banner
Size : 400cm x 100cm
Material : Vinyl
Technique : Digital printing

Banners are publication media that are very commonly used in making promotional strategies for goods or services.

3.2.5 Posters

In this sub the author will discuss the visualization of the design of making promotional media Posters that are used as one of the promotional media for Sushi Bizkid products.

Visual Design Elements

Illustration

Poster design uses several types of Sushi Bizkid menu illustrations. Also shown is a logo illustration from Sushi Bizkid, as well as some vector shape images. Overall it can be called an illustration of a combined technique.

Text

The texts used in the Poster media include the text "Sushi is delicious, it doesn't make you bald" and "Prices start at 10 thousand!!!" as the headline which is the name of the promoted case object.

Typography

The typeface used in this design is californian FB.

Color

The color used in this design is the primary color, namely Red as the main color because red is the identity color of Sushi Bizkid, as well as other colors such as white, black and orange. However, the basic color in this poster design is orange.

Creative Design

In the creative process of Poster media design, 3 alternative designs are made, which is then chosen as the chosen design.

Design View

From the 3 alternatives through the creative design process, one design was finally chosen as follows :



Figure 8. Media Poster Design Form

Media name : Poster
Size : 29 x 42 cm (A3)
Material : Kindsruk 160 grams
Technique : Digital printing

Posters are advertising media in the form of pictures or writings that are pasted on walls, walls or strategic public places so that they are easily known by many people.

3.2.6 Stickers

In this sub the author will discuss about the visualization of the design of making promotional sticker media that is used as one of the promotional media for Sushi Bizkid products

Visual Design Elements

Illustration

The sticker design uses an illustration of a logo from Sushi Bizkid which is strung together with sushi being cut using a knife.

Text

The text used in the Sticker media includes the text “Sushi Bizkid” as the headline which is the name of the object of the case being promoted.

Typography

The typeface used in this design is a Decorative typeface (Homemade)

Color

The colors used in this design are red, black and white.

Creative Design

In the creative process of Sticker media design, 3 alternative designs are made, which is then chosen as the chosen design.

physical form

The physical form of the sticker media is with a size of 4.6 x 8 cm and a sticker.

Design View

From the 3 alternatives through the creative design process, one design was finally chosen as follows:



Figure 9. Form of sticker media design

Media name : Sticker
Size : 4.6 cm x 8 cm
Material : Laminating Doff
Technique : Digital printing A3

Stickers are promotional media that can convey messages through the sticker designs that are made.

4. Conclusion

From the results of the previous discussion, the author concludes that what are the effective print media to support the promotion of bizkid sushi products, where bizkid sushi is yatai sushi, which provides restaurant quality food but very affordable prices.

Print media is a media that is more effective and affordable from a financial point of view than other media, which is used to promote products to the general public, because it is seen from some people who do not necessarily have electronic devices to obtain information on sushi bizkid products through online media or electronic media.

Acknowledgements

On this occasion the author would like to thank my institution, State Polytechnic of Creative Media, which has facilitated the research budget to the author so that this research can be completed.

References.

- [1] M. Rohmadi . *Jurnalistik Media Cetak*, Cakrawala Media, Surakarta. (2011)
- [2] Shimp, Terrence, *Integrated Marketing Communication In Advertising And Promotion*. Erlangga, Jakarta, .(2007)
- [3] N. Azizah and M. Maulidina , “*Analisis Penempatan, Motivasi Kerja Dan Pengembangan Karir Terhadap Kepuasan Kerja Pada Pt. Angkasa Pura Ii (Persero) Bandara Husein Sastranegara Bandung*”. Thesis, Universitas Komputer Indonesia, 2019.
- [4] I. Atanunur, “*Analisis Pengaruh Kompetensi Dan Pelatihan Terhadap Kepuasan Kerja*”. Jurnal EMBA. Vol. 3, no. 2, 2019.
- [5] Agustin, “*Pengaruh Motivasi Kerja, Kepemimpinan Dan Budaya Organisasi Terhadap Kepuasan Kerja Karyawan Serta Kinerja Perusahaan PT. Erha Clinic Indonesia*”. Jurnal MSD. Vol. 1, no. 1, 2018.
- [6] S. Akaari, “*The effect of ethical leadership on intrinsic motivation and employees job satisfaction*”. Jurnal Of Business and Management. Vol. 19, no. 7, pp. 56-67, 2021.
- [7] Bethesrida, “*Pengaruh Pelatihan dan Penilaian Kinerja Terhadap Kepuasan Kerja Karyawan (Studi pada Karyawan PT. Mitra Pinasthika Mustika Rent*”. Jurnal Al Bayan. Vol 20. No. 29.
- [8] A. Baihaqi , “*Pengaruh Kepemimpinan, Motivasi dan Religiusitas Terhadap Kepuasan Kerja Karyawan Pada PT. Unza Vitalis Salatiga*. Jurnal Muqtasid. Vol. 6, no. 2, 2015.
- [9] Hamsinah et al, “*Pengaruh Gaya Kepemimpinan Dan Stres Kerja Terhadap Kepuasan Kerja Karyawan Pada PT. Utama Duta Harapan Makassar*”.. Jurnal Acta Diurnal. Vol. 3, no. 4, 2017.
- [10] Hasibuan, “*Manajemen Sumberdaya Manusia dan Kunci Keberhasilan, CV Masagung*, Jakarta, 1990”. 2016.
- [11] T. Handoko and Hani, “*Manajemen Personalia dan Sumber Daya Manusia*, BPFE, Yogyakarta”. 2016.
- [12] Hasibuan, S. P. Malayu, “*Teori-Teori Motivasi Kerja*, Bumi Aksara, Jakarta”.

- [13] M. I. Kurniawan, "*Pengaruh Gaya Kepemimpinan, Motivasi Kerja Dan Lingkungan Kerja Terhadap Kepuasan Kerja Karyawan pada PT. Karwikarya Wisman Graha Tanjungpinang*". *Jurnal Manajemen*. Vol. 3, no. 2, 2018.