



## VISUALIZATION OF NATURAL TOURISM IN LIMA PULUH KOTA DISTRICT USING ANIMATED INFOGRAPHIC MEDIA

**Robby Usman, Tito, Aulia Fitrul Hadi**

<sup>1,2</sup>Faculty of Visual Communication Design, Putra Indonesia University "YPTK" Padang  
email: [robbyusman1@gmail.com](mailto:robbyusman1@gmail.com), [tito@upiypk.ac.id](mailto:tito@upiypk.ac.id)

<sup>3</sup>Faculty of Computer Science, University Putra Indonesia "YPTK" Padang  
email: [fitrulhadi@upiypk.ac.id](mailto:fitrulhadi@upiypk.ac.id)

### Abstract

Fifty Cities Regency has a lot of natural tourism potential. However, there are still many of these Nature Tourism that are not exposed and are not paid attention by the government, as well as the lack of information obtained by the public about Fifty Cities Tourism Objects. Therefore, to overcome this problem, it is necessary to have a new information media that is effective and communicative to promote natural tourism in the districts of fifty cities. And the purpose of this research is to design a natural tourism infographic of fifty cities in order to increase local and national tourist visits. The final results of this research are expected to help the government in promoting and introducing the Nature Tourism of Fifty Cities District to the surrounding community. and proven to be able to increase tourism prestige by 66.8%.

**Keywords:** Nature Tourism, District Fifty Cities, Infographics

### INTRODUCTION

Etymologically, the term tourism comes from the Sanskrit language, namely "pari" and "tourism". Where rays have the meaning repeatedly, while tourism has the meaning of travel or traveling. Tourism is a trip that aims to have fun, find a new atmosphere, add insight and seek new experiences carried out by individuals or groups. (Sari, F, N, 2015).

In West Sumatra, tourism potential is spread in almost all districts / cities. However, when viewed from the distribution of tourist destinations, it is still focused on several leading tourist destinations such as Bukittinggi, Padang, Padang Panjang, Mentawai, Pariaman and Pesisir Selatan. Several other districts / cities also have good tourism potential.

One of the districts that has mainstay tourism potential is the Fifty Cities Regency. Nature tourism in Fifty Cities District, among others, Aia Baba Halaban, Aia Tajun Sarasah Tanggo, Bukik Posuak,

and so on. However, the problem being faced by the district government of fifty cities is the lack of potential natural tourism information above so that it is not known to the public. This led to the lack of visitors and poor management from the government or the surrounding community.

Therefore, to overcome this problem, it is necessary to have a new information media that is effective and communicative to promote natural tourism in the districts of fifty cities. And the purpose of this research is to design a natural tourism infographic of fifty cities in order to increase local and national tourist visits.

### RESEARCH METHODS

There are 2 types of research methods used in this study. The first is to use data collection methods. The data collection method used is to make observations by coming directly to the tourist attraction. The phenomena encountered by researchers in the field, finding different tourist objects on each



object, access roads to tourist objects is considered lacking, and directions to these objects are very apprehensive.



Figure 1. Aia Tajun Burai  
Source:<http://budparpora.limapuluhkota.go.id>



Figure 2. Waterfall Sarasah Tanggo  
(Source: Robby Usman, 2019)



Figure 3. View of Lake Aia Songsang  
(Source: Robby Usman, 2019)



Picture 6. View of Kapalo Banda Taram.  
Source: Ian Piliang

The second method used in this study is to use a qualitative method of weighting and SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats). The SWOT analysis in this study aims to maximize strengths and opportunities, and at the same time minimize weaknesses and threats in promoting natural tourism in the district of fifty cities. The strength found is that the districts of fifty cities have many beautiful tourist attractions and the natural tourism infographics in the five cities will be very easily understood by local tourists. The weaknesses that the researchers found in this problem were, among others, the lack of Information Media and Tourism Promotion in the districts of fifty cities. The existence of Information Media in the form of infographics has the opportunity to assist the Tourism Office in introducing tourism in Fifty Cities Regencies.

## RESULTS AND DISCUSSION

### 1. Verbal concepts

The natural tourism area of fifty Kota district is famous for its enchanting natural attractions ranging from natural panoramas, waterfalls, nature activities and nature reserves. The verbal concept that the designer wants is information about natural tourism in fifty city districts in a language that is easy to understand and understand using formal



language that explains what nature tourism is in the fifty city districts.

## 2. Visual Concept

In designing the natural tourism infographics of fifty cities in the form of audio visuals, the visual concept that the designer wants to pack includes design illustrations in the form of flat characters on all objects, and using colors that support tourism in general, so that it can give its own impression in conveying messages or information. Designers also use typography that is simple and easy to read and understand by the target audience.

## 3. Production Stages

There are several stages in the editing of the main media in designing the natural tourism infographic of fifty cities. The editing process uses Adobe Illustrator, Adobe After Effects, Adobe Premiere software. In this process the designer creates a video based on the selected storyline and storyboard.



Image Editing of Fifty Cities natural tourism infographics (Robby Usman, 2020)

The image above is the process of moving the design from Adobe Illustrator to Adobe After Effects which is used in designing infographics. After moving, the images with sound, videos that have been assembled into one with the supporting music. The jungle music selection makes this informational video solid. The balance between the supporting music and the video shown is made in such a way that it does not interfere with each other. The final process in designing the five Cities natural tourism information media whose video format can be run by the media player.







Image Screenshot Video infographic of  
fifty natural tourism end cities  
(Robby Usman, 2020)

## CONCLUSION

From the design of the natural tourism infographics of the District of Fifty Cities in the form of audio visuals is the main media used to inform the nature tourism of the District of fifty cities. With the aim of providing tourist information that is easy to understand and understand, according to the wishes of the researcher.

By combining two-dimensional animated elements in audio visuals that refer to the design concept and through the production process, this infographic plays an effective role as a means of obtaining information with the aim of conveying messages to the target audience.

Thus the design of the natural tourism infographics of the District of Fifty Cities in the form of audio visuals can reach the public, namely the general public who will pass through the Fifty Cities Regency.

## THANK YOU

We would like to express our deepest gratitude to Putra Indonesia University "YPTK" Padang for assisting in the implementation of this research, both in the form of materials and support for this research to run well and smoothly.

We also express our gratitude to all students of the Visual Communication Design Faculty who have always been reliable in designing the Nature Tourism infographics of fifty cities.

Lastly, thanks to the District Government of Fifty Cities who are always willing to provide the data needed for the smooth running of the research.

## REFERENCE

- [1] Aditiyawan, Arief. 2010. Overview of Graphic Design. Jakarta: PT. Concept
- [2] Daryanto. 1993. Visual Media. Yogyakarta: Gavamedia
- [3] Hovland, Carl. 2007. Jefkins, Frank. 1997. Advertising. Jakarta: Erlangga
- [4] Inigopatria, S. (2014). Indonesia in Infographics. Jakarta: Kompas 2014.
- [5] Jones, Christophe. 1969. Design Method
- [6] Kusrianto, Adi. 2006. Introduction to Visual Communication Design. Yogyakarta: Andi
- [7] Lankow, J. et al. (2014). Infographics The Power of Visual Storytelling. Jakarta: PT Gramedia Pustaka Utama
- [8] Lusyani Sunarya, Abas Sunarya, Jasmine Dara Assyifa, 2015. The Effectiveness of Visual Communication Media as Supporting Promotion at Raharja College. Vol. 9. No. 1. ISSN: 1978-8282. 2015.
- [9] Sachari. Agused. 2005. Fine Culture Research Methods. Jakarta: Erlangga
- [10] Tinarbuko, Sumba. 2009. Semiotics of Visual Communication. Yogyakarta: Andi