POSTER AS A PROMOTIONAL MEDIA FOR COMPUTER COURSE PROGRAM OF LKP SCTC MRANGGEN DEMAK

Dyah Ayu Kusumaningrum

Universitas Komputer Indonesia, Bandung, Jawa Barat, Indonesia

Rini Maulina

Universitas Komputer Indonesia, Bandung, Jawa Barat, Indonesia

Email: dyah.75323013@mahasiswa.unikom.ac.id rini.maulina@email.unikom.ac.id

ABSTRACT

Communication is one of the means of conveying information. LKP SCTC Mranggen Demak is a course and training institution that has been established since 2009. So far, the promotion carried out still relies on brochures. This research aims to analyze whether poster media is effective in increasing public interest and attention to computer courses at LKP SCTC Mranggen Demak, analyzing through poster visualization LKP SCTC Mranggen Demak, as a promotional media for computer courses. Data collection methods using literature and observation to find out what things are contained in the visual poster. The results showed that the poster still did not fulfill the elements of promotional objectives both verbal and non-verbal. The benefits of this research can be used by LKP SCTC in improving its promotional posters.

Keywords: SCTC LKP, Poster, Promotion, Design Elements.

INTRODUCTION

Sulak Computer Training Center (LKP SCTC) is a computer course located on Jl. Raya Kembangarum, RT.01/RW.05, Pakeongan, Kembangarum, Kec. Mranggen, Demak Regency. Established in 2009 Mr. Sulaksono Edi Saputro as the founder owner of LKP SCTC, started his work by opening LKP SCTC computer course. Computer Course LKP (Lembaga Kursus dan Pelatihan) SCTC Mranggen Demak is a training program designed to equip participants with skills and knowledge in the field of information technology. LKP SCTC offers a variety of computer courses that cover a range of difficulty levels, from beginner to advanced. The objective of this course is to provide an in-depth understanding of basic computer concepts, system operations, and the development of technical skills required in today's digital age. Computers are very helpful for human life today, as stated by Yahfizham (2019), Philosophically, computers are inanimate objects (tools) that humans can use to help humans also in terms of lightening or completing their work.

Participants can expect to learn a wide range of topics, including programming, office design/video editing and more, to equip them to compete in a technology-dependent workplace. This program can be followed by various groups, ranging from students, to professionals who want to improve their skills in information technology. Computer course programs available at LKP SCTC Mranggen Demak are programming such as Python, Java, or JavaScript to develop software applications, Graphic Design and web design, Adobe Creative Suite, including Photoshop, Illustrator, and InDesign, Office Applications, such as Microsoft Office (Word, Excel, PowerPoint), Google

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Workspace (Docs, Sheets, Slides), Video Editing, Video editing software such as Adobe Premiere Pro, Final Cut Pro, and DaVinci Resolve are some of the commonly used tools for editing and producing videos. LKP SCTC provides many computer courses to keep up with the development of computers as stated by Hardianto (2008), Computers that were originally just to help solve complicated calculations can now be used for word processing, data processing, image processing, and databases in various fields of life.

Promotion is very important for companies to do, because promotion is an important activity for companies to carry out in marketing the products and services offered by the company (Togodly, et al, 2018). To increase the number of course participants, LKP SCTC makes promotions through poster media and distributes them through social media, namely, Facebook and Whatsapp. The Whatsapp application allows users to share images, videos, audio, files, and can make video and voice calls for free. In addition, LKP SCTC made printed promotional posters. However, these efforts are still less successful in increasing the number of course participants. as for the problems faced related to the difficulty of increasing consumers based on the results of interviews with the owner of LKP SCTC, namely, LKP SCTC has a less strategic location, making it difficult to reach potential customers, spending too much on promotion costs, existing promotional media is visually less effective in promoting LKP SCTC as an institution that has quality. The promotion carried out must be based on a planned promotional strategy, the success of promotional activities carried out by the company is not only determined by the amount of costs incurred by the company but is more influenced by how the company can convey the message it wants to convey so that it can be accepted by consumers and is right on target as expected by the company (Amanah, 2015).

Based on these problems, the urgency of the problem is how the visuals contained in the promotional media of LKP SCTC in the form of printed and digital posters and no one has analyzed the poster promotional media made by LKP SCTC. based on the urgency of the problem, the research objectives are to analyze and evaluate whether poster media is effective in increasing public interest and attention to computer course programs at LKP SCTC Mranggen Demak, Analyze public responses and preferences, especially the target market of LKP SCTC Mranggen Demak, on posters as a promotional media for computer course programs.

LITERATURE REVIEW

Promotion in the marketing world is a communication activity carried out by a person or company to the wider community. According to Louis E. Boone and David L. Kurtz, promotion can be interpreted as an effort to persuade, provide information, to influence the decision to buy. A poster is a publication media that combines writing, images, or a combination of both to convey ideas and ideas with the intention of providing information to the audience. According to the Big Indonesian Dictionary/KBBI (2016), a poster is a placard posted in a public place, which can be an announcement or advertisement. Not only as a conveyer of information, the function of a poster also includes an invitation or appeal to take a certain action. Posters are generally posted on walls or strategic locations that are often traveled by many people to make them easier to read. The purpose of a poster can vary according to the wishes or interests of the creator, involving commercial aspects, public information, humanitarian goals, or others. With the development of the times, posters are no longer limited to printed formats only, but also come in online form. These graphic artworks are often placed on flat media such as walls or flat surfaces by utilizing a variety of colors, striking images, and slogans to attract attention. According to Sudjana and Rivai on Amirotu N (2023), Posters are a combination of strong visual design, reinforced by the use of attractive colors, and messages designed to attract people's attention and implant memorable ideas in their memories.

LKP SCTC chose posters as promotional media for computer courses, because posters have the advantage of conveying its message with attractive visual elements and allowing posters to directly reach target groups in an environment related to computer courses, The effectiveness of delivering messages through posters can convey messages concisely and directly to the audience. In addition, promoting through printed posters is low cost, this will allow LKP SCTC to use its advertising budget more efficiently. The following are the objectives of the promotion carried out by LKP SCTC through posters, according to Hasan (2016), Swastha (2015), Jumingan (2014), that is;

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1. Increase Brand Awareness.

   To raise public awareness about the existence of SCTC's institute and the services it offers. By displaying the brand and information about the computer course, the poster helps to build a strong brand image in the eyes of potential participants.

2. Informing the services and programs.

   Posters serve as a means to inform potential participants about the types of computer courses offered, the schedule, duration, and the benefits they get by taking the course at LKP SCTC. By providing enough information to potential participants so that they can make the right decision.

3. Encouraging Action.

   To encourage action, which is to make potential participants interested in registering and taking computer courses offered by LKP SCTC. By including clear contact information, the poster makes it easy for potential participants to contact the organization and register. Posters should present complete and accurate information so that potential participants feel confident to take the next step.

4. Expanding Promotion Reach.

   LKP SCTC can expand its promotional reach to various locations and regions that may not be reached through other advertising media. This allows the institution to reach out to potential candidates in different regions.

5. Increase Professionalism.

   Giving a positive impression of the quality of computer courses offered, can improve LKP SCTC's professional image in the eyes of the public.

6. Serve as a Reference Source.

   Posters act as a reference source for potential participants who want to get more information about the computer courses offered.

a. Poster Series 1   b. Poster Series 2

Figure 1. Two Poster Series of LKP SCTC Institution

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METHODOLOGY

The method used in the research conducted is using Descriptive, this method is used aims to describe existing phenomena or circumstances, according to facts without testing cause-and-effect relationships and is used in surveys and observational research. Data collection techniques are observation, interview, and documentation (Sugiyono, 2016). Data collection used is through literature and observation. Direct observation is carried out on posters to find elements of design elements and message content contained in the poster, whether the elements and message content on the poster meet the Promotion Objectives of the poster based on Hasan (2016), Swastha (2015), Jumingan (2014).

DISCUSSION

The analyzed SCTC LKP poster consists of message content in its visualization that is in accordance with the promotional objectives carried out by SCTC LKP, namely, brand presence, service information, information that encourages consumer action (persuasive message content), increases professionalism and becomes a reference source both presented in verbal and non-verbal forms. The results of the analysis can be seen in table 1.

Table 1: Analysis of SCTC's Promotional Poster based on Promotion Objectives

Analyzed Message Elements According to Promotions Objectives based on Julitawati, et al, (2020: 48)	Poster Elements	Description
1. Increase Brand Awareness		At the top of the poster, there is a logo of LKP SCTC.
2. Information (Programs and service on LKP SCTC)		This poster does not contain information on the services and computer course programs offered to consumers such as programming, graphic design and web design, office applications and video editing. In this poster there are only - 4 photos of activities, - text; The best solution for your future, text; 1-6 months intensive information without any description.

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3. Information that encourages consumer action (persuasive message content)		This poster does not contain complete information on what can encourage participants to feel confident to take the next step. The poster only contains; - The address of LKP SCTC only. -text; The best solution for your future - the picture consists of a man and a woman holding a folder looking happy.
4. Expanding Promotion Reach	– No Image	To expand its promotional reach, LKP SCTC has used social media and websites, such as Facebook, Instagram and website. Here are the social media and website links owned by LKP SCTC. https://www.facebook.com/lkpsctcofficial/ @lkpsctc https://www.instagram.com/lkpsctc/ https://thesctc.com/2022/06/22/profil-lkp-sctc-mranggen-demak/
5. Improving Professionalism		There is a positive impression on this poster about the quality of the computer courses offered even though there is only; - the logo of Kemdikbud Ristek - HIPKI logo (Association of Organizers of - Training and Courses Indonesia) a certificate of license to operate a course institution and a certificate of value.

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6. Become a Reference Source		On this poster there is no information both verbal and non-verbal information that can be used as a reference source. there is no information on how consumers can get more information about the computer courses offered. This poster only contains the address of LKP SCTC.

The results of the analysis based on the table above, namely, on posters when analyzed based on the purpose of promotional posters made, the message element increases brand awareness; there is a SCTC LKP logo. Elements of the message Information on LKP SCTC Services and Programs; there is no information on computer course services and programs offered, elements of information messages that encourage consumer action (persuasive message content); there is no complete information that encourages consumer action, Increasing Professionalism; there is a positive impression about the quality of computer courses. The message element becomes a reference; there is no information that can be used as a reference source. The results of the analysis are as shown in table 2.

Table 2: Completeness of Message Elements through Elements on Visual Posters Based on Promotional Objectives

Analyzed Message Elements	Available	Not Available
1. Increase Brand Awareness	✓	
2. Information (Programs and service on LKP SCTC)		✓
3.Information that encourages consumer action (persuasive message content)		✓
4. Expanding Promotion Reach	✓	
5. Improving Professionalism	✓	
6. Become a Reference Source		✓

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CONCLUSION AND RECOMMENDATION

Based on table 1 and table 2, it is found that the promotional posters of LKP SCTC still do not meet the promotional objectives based on Hasan (2016), Swastha (2015), Jumingan (2014), thus affecting the ineffectiveness of the messages conveyed to consumers. The message content, both verbal and non-verbal, contains images, colors, text and symbols. Text in this case is used as an important element to convey brand information, services and programs offered, information that makes consumers interested, and information on the quality of the institution is conveyed not only in sentence structure but also needs to consider the importance of font selection. The effectiveness of attractive and informative visual design has proven to be one of the main factors in the success of posters as promotional media. In addition, the use of relevant images to strengthen the message conveyed.

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ABOUT THE AUTHORS

(Same authors had to be listed in article metadata during the submittal process)

Dyah Ayu Kusumaningrum, email: dyah.75323013@mahasiswa.unikom.ac.id

Dyah Ayu Kusumaningrum is a master's student at the UNIKOM Postgraduate Faculty. Currently conducting research for the thesis on the theme of visual communication media. The last education that has been taken is as a Bachelor of graphic design. taking a master's study to continue his career as a lecturer.

Rini Maulina is an Associate Professor and as the head of UNIKOM's Graphic Design Study Program. Actively conducting research activities related to the fields of art, design and culture, as well as actively creating artworks. Obtained a degree from the Institut Teknologi Bandung, Bandung Jawa Barat, Indonesia.

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