



Bringing Sirukam Dairy to Life: Mascot Design to Boost Tourism Appeal

Menghidupkan Sirukam Dairy: Desain Maskot untuk Meningkatkan Daya Tarik Wisata

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Abstract

Sirukam Dairy is a farm-based tourist destination that has seen declining visitor numbers due to the lack of visual promotional media. This study aims to develop a mascot design as a strong and recognizable tourism identity. The mascot is crafted to represent the unique characteristics of Sirukam Dairy, strengthening emotional appeal and enhancing brand awareness. In addition, supporting print media are designed based on graphic design principles to improve visual communication. The presence of the mascot and supporting media is expected to enhance the destination's image and attract more visitors.

Keywords: Sirukam Dairy, tourism mascot, visual identity, promotional media, graphic design

Abstrak

Sirukam Dairy merupakan destinasi wisata berbasis peternakan yang mengalami penurunan kunjungan akibat kurangnya media promosi visual. Penelitian ini bertujuan untuk mengembangkan desain maskot sebagai identitas wisata yang kuat dan mudah dikenali. Maskot dirancang untuk mewakili karakteristik unik Sirukam Dairy, sehingga dapat memperkuat daya tarik emosional dan meningkatkan brand awareness. Selain itu, media pendukung berbentuk cetak juga dikembangkan dengan prinsip desain grafis untuk memperkuat komunikasi visual. Kehadiran maskot dan media pendukung diharapkan mampu meningkatkan citra destinasi dan menarik lebih banyak wisatawan.



	Kata kunci: Sirukam Dairy, maskot wisata, identitas visual, media promosi, desain grafis.
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INTRODUCTION

Indonesia is a country that has many diverse cultures and traditions, it is also rich in tourism on offer, a diversity of flora and fauna, human creations that have selling value to be developed into a business in the tourism sector. Indonesia as a maritime country has very abundant potential. The fertile soil conditions make Indonesia the center of attention for groups of people to settle and develop their respective businesses.

Indonesia is an archipelagic country that has 38 provinces, one of which is West Sumatra. West Sumatra is one of the Indonesian republican regions located on the island of Sumatra which consists of 19 districts and 7 city areas. West Sumatra is one of the provinces that has a lot of tourism potential.

West Sumatra has areas that have potential in the tourism and education sector, one of which is Solok district. Solok Regency is a district that is famous for its very beautiful and diverse tourism. Solok Regency has an area of 3,378 km. The typography consists of land, mountains and hills which are an extension of the hill range

Sirukam Dairy Farm tourism is located in Solok Regency, precisely in Nagari Sirukam, Payung Sekaki District, Solok Regency. This place is popular with tourists. An education-based tourist destination, visiting Sirukam Dairy can be accessed via the Solok-Alahan highway, which is approximately 25km long. Sirukan Dairy tries to display dairy cows, plantations, the Kuak Balenggek chicken breeding which is an icon of Solok Regency, beekeeping, as well as facilitating a café, prayer room, photo spot and large parking area.

Sirukan Dairy Farm is one of the tourist destinations that can be used as a visiting place for pupils and students. So the potential for visits is not only from tourists but from pupils and students. Apart from that, plants are planted around the area which makes it different from other tourist attractions. In the area which is often visited by visitors, many plants are planted with purple rosemary flowers and several other unique plants.

In general, the leading destination is dairy cows. Apart from that, visitors can also see other animals grouped in their respective cages, such as chickens, rabbits, goats and sheep. Sirukam Dairy itself also produces its own cow's milk and processes it into various types of products produced from dairy cows such as milk, cheese and yogurt.

With the current development of tourist attractions, people are increasingly diverse and selective in choosing tourist attractions. An identity is needed that can influence consumers' feelings so that they are interested in visiting the Sirukam Dairy tourist and educational site.



The most suitable promotional media to influence consumers' psychological feelings is a mascot or character. According to Ardhi (2013:70) mascots are promotional media in the form of characters that represent tourist attractions, the company. These characters usually have traits and appearances that represent the tourist spot. The colors used are not too different from the tourist logo it represents. Usually it can take the form of a large, human-sized physical form, it can take the form of a statue that doesn't move or a person wearing a mascot costume. This mascot was created to present a tourist identity through a character.

Based on the problems described, create a mascot design as an identity for Sirukam Dairy tourism so that the message conveyed is effective and efficient. Using a mascot as the main promotional media, it is necessary to design a media that can increase tourists. The theme chosen is designing tourism promotional media and dairy sirukam education in the form of a mascot.

The introduction includes the background of a problem as well as the urgency and rationalization of activities. Activity objectives and problem solving plans are presented in this section. A review of relevant literature and hypothesis development is included in this section. [Times New Roman, 12, normal] page percentage between 10-15% of total words, 1 spacing. Manuscripts must be written in English format and Ms. Word (doc/docx). The manuscript contains a letter with 1. Introduction, 2. Method of Service, 3. Results and discussion, 4. Conclusion, 5. Acknowledgments (if any) and a list of references. The reference list is generated sequentially, starting with [1], [2], [3] (IEEE style). The structure of this chapter is standard, no additions or collapses, except for the subtitles. The introductory content is the answer to questions [2,3]: (1). background, (2). A brief literature review of related Devotion (3). Reasons for this dedication and (4). questions about goals. Sophistication, gap analysis and novelty can be seen here. Avoid discussing general overviews and definitions of libraries.

METHODS OF DEVOTION

Community service, effectiveness of mascot design as a promotional strategy to increase the attractiveness of Sirukam Dairy, Gunung Pangilun, Padang involving lecturers, students and the owner of Sirukam Dairy. The method or approach in implementing PKM can be explained as follows:

1. Establish cooperation with Sirukam dairy. This is an important step in discussing various aspects, namely, promotional objectives, target audience, and the role of each party.
2. Analyze data about Sirukam dairy. This includes collecting data and information related to Sirukam dairy. The goal is to determine the important messages and information conveyed in the product mascot design.
3. Formulate the concept in designing the mascot design. This is done to package messages and information into creative ideas to produce innovative solutions.

4. Taking pictures on location in accordance with the concept that has been formulated. This process is carried out by setting the location and what is being photographed as attractive as possible.

5. Editing, that is, editing all the images that have been obtained and adjusting them to the desired shape. The elements that will be edited start from color, visual ornament, layout and photo graphic effects.

6. Assist the owner of Sirukam Dairy in managing and posting photos that have been edited in every promotional media.

RESULTS AND DISCUSSION

1. Pre-design stage

The design of the main media, namely the Sirukam Dairy Farm tourist mascot, went through several design processes in order to produce good and maximum results, including:

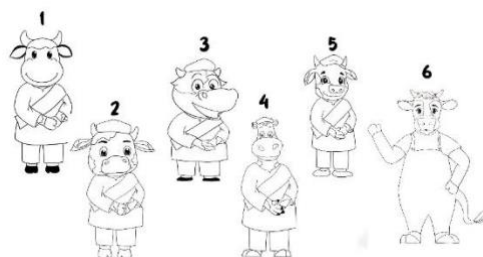
a. Research

At the research stage, the step taken was to identify the story that would be built in making the Sirukam Dairy Farm tourist mascot in order to become the identity of the tourist spot. Based on the design objective to become the identity of Sirukam Dairy Farm tourism, the author determined several keywords from the words "Sirukam Dairy Farm Tourism". After getting the right keywords in designing the Sirukam Dairy Farm tourist mascot. The author determined the shape of the cow's character so that it could represent the Sirukam Dairy Farm tourist attraction as a whole.

b. Thumbnails

The thumbnails stage is the process of quickly creating alternative visualizations of ideas in the form of small sketches (thumbnails). Thumbnails is the stage of looking for general visual ideas, selecting and selecting one of the many design alternatives.

At this stage, various alternative sketches were made based on the research results, namely looking for the shape of the cow's character. In this stage, various possible image styles are explored:



Picture 1. Thumbnails

c. Roughs

The next stage is roughs, namely at this stage the name for the mascot being designed is also determined. The mascot is named Sirka, which refers to the name of the Sirukam dairy farm tourist location. Sirka is the abbreviation and meaning of sirukam, the name of a place and location.



Figure 2. Roughs

2. Planning stage

In designing the Sirka mascot, the author also created various expressions and poses of Sirka's body to make it easier to apply in media form.



Figure 3. Mascot Sketch



Figure 4. Digital Mascot



Figure 5. Final Mascot

CONCLUSION

Designing a mascot design as an identity for the Sirukam Dairy Farm tourist attraction is a creative and effective step in introducing the characteristics of the Sirukam tourist attraction itself. A well-designed mascot will have high visual appeal. This can attract the attention of potential visitors and make them interested in finding out more about Sirukam Dairy Farm tourism. Mascots can be a powerful symbol in conveying a message. The mascot design depicts a cow with a friendly and adorable expression. Mascots can be used as interactive educational tools. Information about livestock and plants. Mascots can help in building a strong brand image for the dairy farm. A unique and consistent visual identity will help the public recognize and remember the mission and goals of Sirukam Dairy Farm.

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