

CHAPTER I

INTRODUCTION

1.1 Background

According to research conducted (Ramadhan & Sa'idun, 2024) tourism is one of the industries that offers because it can boost the community's economy, one of the countries that deceives the tourism sector is Indonesia, even the tourism sector can become *Branding* which is good for areas that have tourism industry potential. One of the regions in Indonesia that utilizes the tourism sector is the city of Kediri with its districts which have tourist areas that are able to boost the economy of the surrounding community. Kediri Regency is one of the districts in Kediri City that has many tourist areas. Kediri Regency is one of the districts in East Java Province, Indonesia. The capital city of Kediri Regency is Kediri. Kediri Regency has an area of 1,523.97 km², of which part of the land is used as a tourism area. Tourism in Kediri Regency includes natural tourism, educational tourism, and culinary tourism.

One of the tours that can be visited in Kediri Regency is the Kampung Lele Culinary Tour. This culinary tour is located in Tales Village, Ngadiluwih District, Kediri Regency. This tour was established starting from catfish cultivation which was eventually developed into a tourist attraction. Based on interviews that have been conducted with the owner of Kampung Lele Culinary Tourism, this tour was initially created to make Tales Village have characteristics and want to introduce culinary to the general public. Based on the name, all culinary dishes are made from processed catfish. After conducting a survey, the Kampung Lele Culinary Tourism is not only a culinary tour, but also provides playground rides, fish catching, fish moving competitions, and feeding fish. In addition to culinary tourism, Kampung Lele is also an educational tour where knowledge is introduced from hatchery to the marketing process. There is also an educational package for cooking classes and outing classes. This is done so that visitors get new knowledge and experience. Kampung Lele Culinary Tourism is built in the middle of the village with a cool atmosphere accompanied by many trees that make it even more comfortable when visiting this tourist attraction. The cool atmosphere typical of the peaceful countryside makes you relax when enjoying the culinary and various facilities that have been provided that are mandatory to try. This tour is suitable for out-of-town tourists who want a cozy and peaceful rural atmosphere away from the hustle and bustle of the city. Cooperation between the government and the community is needed to achieve effective tourism management. The Kediri Regency Fisheries Office continues to collaborate with Kampung Lele

Tourism. This is intended to provide training and socialization to the Kampung Lele to be able to manage fish well and produce good quality catfish because it can affect the quality of the food served. According to Delea (2024) as the manager of the Kampung Lele Culinary Tourism said that the Kediri Regency Fisheries Office often involves Kampung Lele Culinary Tourism in events held by the Kediri Regency Fisheries Office. This gives a good impression to the Kampung Lele Culinary Tourism. Making this tour more widely known by the public and can increase the branding of Kampung Lele Culinary Tourism.

In addition to the Fisheries Office, Kampung Lele Culinary Tourism also collaborates with the Kediri Regency Cooperatives and Micro Enterprises Office (Diskopusmik). The Cooperatives and Micro Enterprises Office (Diskopusmik) is an organization engaged in the field of MSMEs. Micro, Small, and Medium Enterprises are the main source of income for remote or rural areas, so they can play a role in reducing poverty and can improve the region's economy at the local and national levels (Yudistia & Nisa, 2023). The Cooperatives and Micro Enterprises Office provides counseling on how to use techniques in the field of MSMEs. In addition to counseling, Kopusmik also provides guidance and promotion to the community regarding MSMEs. Based on observations that have been made, many small traders sell around the Kampung Lele Culinary Tourism. The Kediri Regency Diskopusmik which always provides full support to the people of Kediri Regency. Likewise with Kampung Lele Culinary Tourism, Diskopusmik always provides briefing and guidance to Kampung Lele Culinary Tourism.

The Kediri Regency Marine and Fisheries Service and the Kediri Regency Diskopusmik play an important role in the management and involvement of culinary tourism in Kediri Regency such as Kampung Lele Culinary Tourism. This is certainly very beneficial for each other between the government and the community.

The reason for raising the rebranding of Kampung Lele Culinary Tourism is that based on the collection of questionnaire data that has been distributed, this culinary tourism is mostly only known by the local community, so many people outside the city do not know about Kampung Lele Culinary Tourism. This research focuses on rebranding that is able to build a new image for visitors who come to Kampung Lele Culinary Tourism. Based on the survey that has been conducted, Kampung Lele Culinary Tourism already has a logo and Instagram social media account. However, the logo that is currently set has not highlighted the characteristics of the tour.

As it says (Nisa & Rohmatulloh, 2022) Visual identity is a tourism icon so that it is easy to remember by the public as a branding of tourism. Branding is important for a company, especially tourist attractions that require attracting the attention of the wider community. Anyone who is visiting a tourist attraction will definitely see their visual identity first to find out what the tourist attraction conveys. In addition, most people nowadays have Instagram social media to search for and receive information. According to K. Molekandella Boer, the rebranding effort was carried out to better update the company's identity, but did not replace the values conveyed by the company. Logos are made to build a company's image, so the information that is meant must be clear and easy to understand by many people.

Based on the observations that have been made, there are several obstacles experienced by Kampung Lele Culinary Tourism in brand recognition for the wider community. The branding carried out by Kampung Lele is still very poorly built consistently in terms of visual design concepts. The Kampung Lele Tourism logo is a combination of logogram and logotype. Using the dominant color of yellow with the icon of a catfish chef who carries a skewer of satay to present the basic ingredients used in his culinary tour. Kampung Lele uses a sans serif logotype with blue color.



Image 1. 1 Kampung Lele Culinary Tourism Logo Design

(Source : Document *Posted on Instagram* Kampung Lele)

The Kampung Lele logo is inconsistent in every use. For example, the logo on the *Welcome Sign* only using a black catfish icon and the writing of Kampung Lele underneath, the logo on the sponsor also uses a different logo with red and black icons and the writing Kampung Lele in the middle. Even at the entrance of the food ordering area, there is no logo from Kampung Lele.

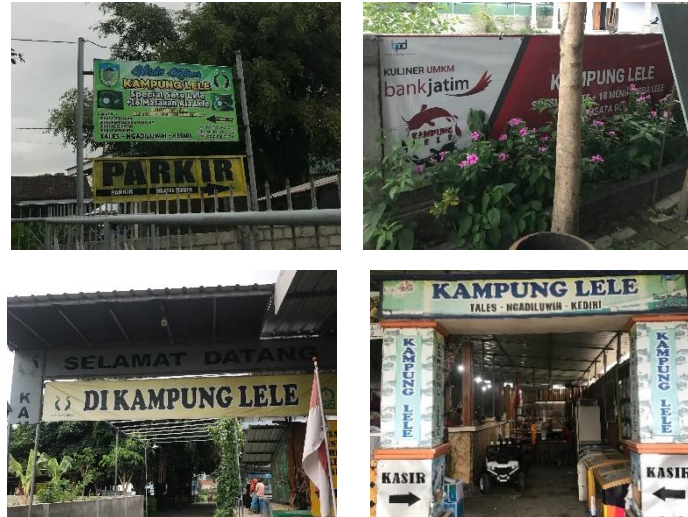


Image 1. 2 Sponsor Banner Design, Signsystem

(Source : Personal Documents)

Visual identity is very important to build the image of this tourist attraction. Logos are the first thing that is recognized and differentiates from one brand to another. A visual identity that has characteristics of a brand will be easily remembered by the target audience. So that Kampung Lele Tourism needs to *berebranded* by creating a design concept as a differentiator for other culinary tourism in Kediri Regency.

Based on an interview that has been conducted with Mba Delea as the manager of Kampung Lele Culinary Tourism, the main promotional media is carried out using offline methods, namely word of mouth. In addition, Kampung Lele also has an Instagram account that is used as a promotional medium. Promotions is not done optimally because it only relies on offline promotions, while for online promotions also post content at will. Therefore, for now visitors who come to the Kampung Lele Culinary Tourism are predominantly visitors from within the city and are less known by visitors outside the city. This can be interpreted as being less than optimal in describing its characteristics and the design of *Instagram feeds* is less attractive to visitors. In this day and age, information is easy to get on social media.

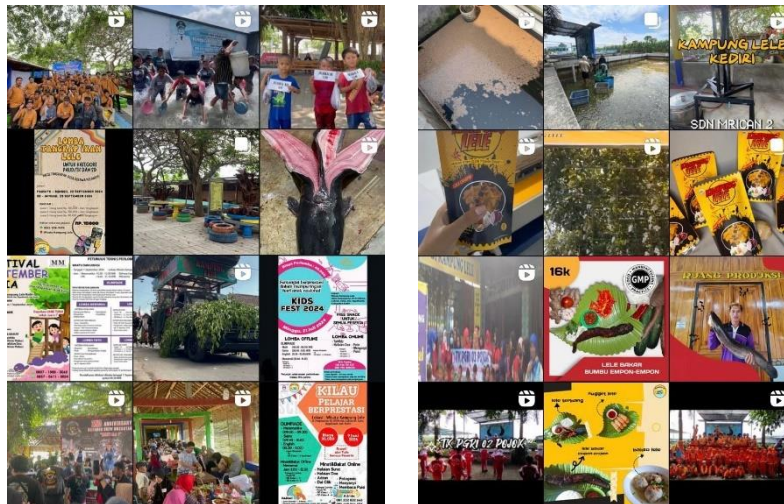


Image 1. 3 Instagram Feed Design of Kampung Lele Culinary Tourism Today

(Source : Instagram Doc)

Based on the observations made, *the uploaded Instagram feeds* are inconsistent and irregular. The uploads provided look messy and too many colors. This is because there is no design template, so the posts made lack characteristics and look perfunctory. The information on the uploaded poster is too descriptive. This causes a lack of attraction for visitors who want to see the Kampung Lele Culinary Tourism Instagram account. Therefore, design templates and plans are needed to attract *the attention of the audience*.

From these problems, effective and consistent branding is needed as an effort to increase *brand awareness* of Kampung Lele Culinary Tourism in the wider community. With this *rebranding design*, it is hoped that Kampung Lele Tourism will be able to develop into a typical culinary tourism from processed catfish that has *strong brand awareness* in the Kediri community and the wider community and is able to compete with other culinary tourism brands as well as being able to introduce and promote the attractiveness and uniqueness of Kampung Lele Culinary Tourism. With this, it can be concluded that *Kampung Lele brand awareness* is still low. To overcome this problem, a design was carried out that aimed to create a *rebranding* that would attract the interest of prospective visitors to come to the Kampung Lele Culinary Tourism. With the development of *branding*, it is hoped that Kampung Lele Culinary Tourism can attract attention to visit and enjoy the facilities that have been provided by this culinary tourism.

1.2 Problem Identification

Based on the explanation that has been presented in the background, several problems can be formulated as follows :

1. Based on the results of the questionnaire, Kampung Lele lacks visual identity in terms of digital media and promotional media. 59% of respondents stated that the visual identity of Kampung Lele has not presented tourism clearly.
2. Based on an interview with the manager of Mbak Delea, Kampung Lele Culinary Tourism does not yet have promotional media such as brochures, posters, etc.
3. Based on the observations that have been made, Kampung Lele already has Instagram social media, but the posts are still inconsistent and do not have the right design.
4. Based on the observations that have been made, Kampung Lele Culinary Tourism still does not have logo support components such as supergraphics, GSM, typography, taglines.

1.3 Problem Formulation

Based on the background and identification of the problems that have been presented, the problem formulation obtained is: How to design the *rebranding* of Kampung Lele Culinary Tourism and implement it in promotional media?

1.4 Purpose of Design

Based on the problem formulation described above, the purpose of this design is as follows:

1. Designing tourism *rebranding* with a consistent visual identity component so as to strengthen the image of Kampung Lele Culinary Tourism.
2. Implementing visual identity into digital and print promotional media so as to build visitor loyalty.
3. Expanding the reach of the Kampung Lele Culinary Tourism market through Instagram social media.

1.5 Benefits of Planning Results

After knowing the identification of problems, problem formulations, problem limits, and design objectives, the results of the rebranding of Kampung Lele Culinary Tourism in Kediri Regency can be taken as follows:

1. Strengthening the image of Kampung Lele Tourism after the design of a consistent visual identity and supporting media.
2. The regularity of social media feeds, so that the Kampung Lele Culinary Tourism Instagram account looks consistent and can attract audiences to see and information about Kampung Lele Culinary Tourism.

1.5.1 Benefits to the Community

With the Rebranding of Kampung Lele Tourism, it can improve the economy through people who collaborate as MSMEs with Kampung Lele Culinary Tourism.

1.5.2 Benefits for Kampung Lele

With the design of the Rebranding of Kampung Lele Tourism, it is hoped that it can increase visitors from outside the region to enjoy the facilities that have been provided.

1.5.3 Academic Benefits

With the design of the Rebranding of Kampung Lele Tourism, it is hoped that it can become an information media as well as reference material.

1.6 Planning Framework

For the design concept, it will raise the rebranding which is the redesign of the visual identity of Kampung Lele Culinary Tourism, the design of Instagram social media feeds with various exciting content such as mini quizzes, fun facts as an effort to increase the marketing of Kampung Lele Culinary Tourism so that it is regular and more varied.

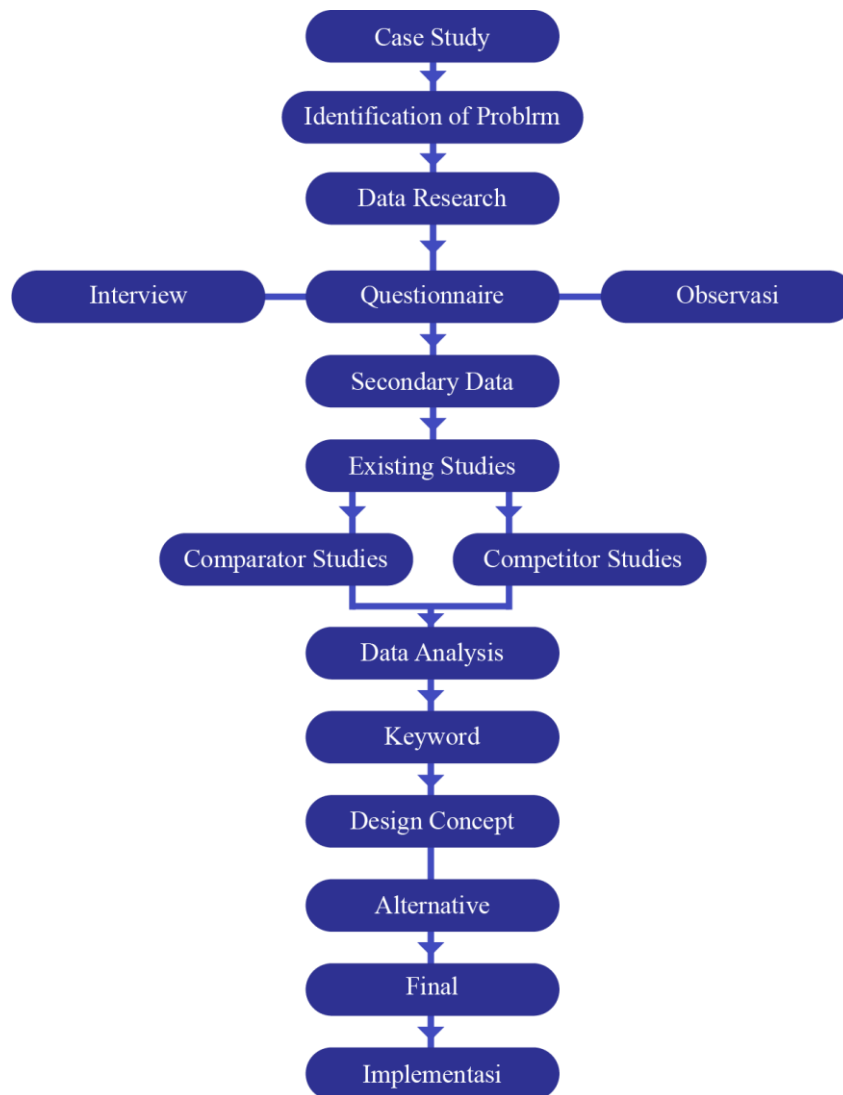


Image 1. 4 Planning Framework

(Source : Personal Documents)