

FINAL PROJECT
SOCIAL MEDIA PROMOTION DESIGN FOR WISATA EDUKASI
GONDANG OUTBOUND (WEGO) LAMONGAN

To Fulfill Partial Requirements for Obtaining a Bachelor's Degree (S-1)



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STUDY PROGRAM OF VISUAL COMMUNICATION DESIGN
FACULTY OF ARCHITECTURE AND DESIGN
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR
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APPROVAL PAGE

SOCIAL MEDIA PROMOTION DESIGN FOR WISATA EDUKASI GONDANG
OUTBOUND (WEGO) LAMONGAN

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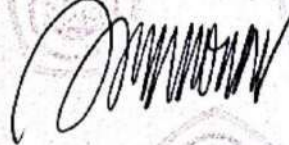
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STATEMENT OF FREE PLAGIARISM

I, the undersigned:

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I declare that in this scientific document of Final Project there is no part of another scientific work that has been submitted to obtain an academic degree at a Higher Education institution, and there is also no work or opinion that has been written or published by another person/institution, except those that are writtenly cited in this document and stated in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future there is an indication of plagiarism in this Final Project, I am willing to accept sanctions in accordance with applicable laws and regulations.

Thus, I make this statement letter truthfully without any coercion from and to be used as it should be.

Surabaya, May 20, 2026

Who Made the Statement



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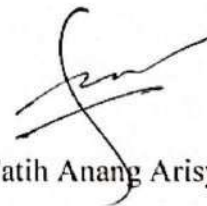
FOREWORD

With all praise and gratitude to the presence of Allah SWT and for all His grace and guidance, so that the "Design of Social Media Promotion for Gondang Outbound Educational Tourism (WEGO) Lamongan" runs smoothly, is completed on time and to the maximum extent possible. With the design of this social media promotion, it is hoped that it will increase tourist awareness of Gondang Outbound Educational Tourism (WEGO).

The author acknowledges that many parties have contributed and assisted in the design process. From the bottom of my heart, I express my deepest gratitude to:

1. Allah SWT and Prophet Muhammad SAW
2. Father and Mother who have educated, prayed for and given support in all aspects of life, and family who also give support.
3. The first supervisor, Mr. Bayu Setiawan, S.Sn., M.Sn., who has provided guidance, direction, and suggestions in this design for approximately one year.
4. Mas Darmono as the manager of Wisata Edukasi Gondang Outbound (WEGO) who is the source and supporter of WEGO's promotional design.
5. Dear DKV lecturers who have provided various knowledge, information, opportunities and trust in pursuing education at DKV.
6. Friends who have taken the time to be resource persons for designing WEGO's social media promotions.
7. DKV Class 22 friends have been studying, doing activities, and collaborating together for approximately 4 years.
8. My bandmates in For All Better who have supported and encouraged me through jokes and laughter.
9. Various parties that the author cannot mention one by one during the planning process.

Surabaya, May 12, 2026



Fatih Anang Arisyadi

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ABSTRACT

The development of social media as a digital communication tool has brought significant changes to tourism promotion strategies. Social media serves not only as a medium for disseminating information but also as a tool for shaping the image and perception of a destination. Proper use of social media can increase appeal and build emotional bonds between a destination and potential visitors.

Gondang Outbound Educational Tourism (WEGO) in Lamongan is a tourist destination that combines education and recreation. However, its use of social media as a promotional tool is considered suboptimal, particularly in terms of visual consistency, content strategy, and audience engagement. This situation has resulted in WEGO's identity as an educational tourism destination not being fully conveyed to its target audience.

This design aims to design WEGO Lamongan's social media promotion that is able to represent its visual identity as an educational and recreational tourism destination more strongly and consistently. The method used is the 5D method (Define, Data, Design, Develop, and Disseminate) developed by Moeljadi Pranata. Data collection was carried out through observation, interviews with managers and visitors, questionnaires, and literature studies relevant to marketing communication theory, Visual Storytelling, and digital promotion.

The resulting design is a visual marketing-based social media promotion concept that emphasizes visual consistency, storytelling, and persuasive content strategies. This design is expected to increase brand awareness, audience engagement, and tourist interest in WEGO Lamongan. Furthermore, the design is also expected to serve as a reference for managers in managing social media in a more structured and sustainable manner as a promotional medium for educational tourism.

Keywords: Promotion, Social Media, Educational Tourism, Visual Marketing, WEGO Lamongan