

**FINAL PROJECT**

**SOCIAL MEDIA CONTENT FOR INTEGRATED MARKETING  
COMMUNICATION (IMC) OF THE CULINARY TOURISM CENTER  
KOTA RASA SURABAYA**

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



By:

**Satria Hammas Arroisi**

**22052010150**

Supervisor 1:

**Bayu Setiawan, S. Sn., M. Sn.**

Supervisor 2:

**Diana Aqidatun Nisa, S.T., M.Ds.**

**STUDY PROGRAM VISUAL COMMUNICATION DESIGN**  
**FACULTY OF ARCHITECTURE AND DESIGN**  
**UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR**  
**2025-2026**

APPROVAL PAGE

SOCIAL MEDIA CONTENT FOR INTEGRATED MARKETING  
COMMUNICATION (IMC) OF THE CULINARY TOURISM CENTER KOTA RASA  
SURABAYA

Compiled by:

**SATRIA HAMMAS ARROISI**

**22052010150**

Has been defended in front of the Examiner Team

On : April 24, 2026

Supervisor 1



Bayu Setiawan, S.Sn., M.Sn.

NIP. 19910728 202203 1004

Supervisor 2



Diana Aqidatun Nisa, S.T., M.Ds.

NIP. 19900611 201803 2001

Examiner 1



Aditya Rahman Yani, S.T., M.Med.Kom.

NIPPPK. 19810929 202121 1002

Examiner 2



Mahimma Romadhona, S.T., M.Ds.

NIP. 19880428 201803 2001

This Final Project has been accepted as one of the requirements to  
obtain a Bachelor of Design (S-1)

Dekan of the Faculty of Architecture and Design



Ibnu Sholichin, S.T., M.T

NIPPPK. 19710916 202121 1004

**AGREEMENT PAGE**

**SOCIAL MEDIA CONTENT FOR INTEGRATED MARKETING  
COMMUNICATION (IMC) OF THE CULINARY TOURISM CENTER KOTA RASA  
SURABAYA**

**Compiled by:**

**SATRIA HAMMAS ARROISI**

**22052010150**

**Has been defended in front of the Examiner Team**

**On : April 24, 2026**

**Supervisor 1**



**Bayu Setiawan, S.Sn., M.Sn.**

**NIP. 19910728 202203 1004**

**Supervisor 2**



**Diana Aqidatun Nisa, S.T., M.Ds.**

**NIP. 19900611 201803 2001**

**This Final Project has been accepted as one of the requirements to  
obtain a Bachelor of Design (S-1)**

**Head of Visual Communication Design Study Program**



**Masnuna, S.T., M.Sn**

**NIPPPK. 19840512 2021 212004**

## STATEMENT OF FREE PLAGIARISM

I, the undersigned :

Nama : Satria Hammas Arroisi

NPM : 22052010150

Progam : Bachelor (S1)

Study Progam : Visual Communication Design

Faculty : Architecture and Design

I declare that 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 and regulations.

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

Surabaya, May 21, 2026

Who Made the Statement



Satria Hammas Arroisi

22052010150

## **ABSTRACT**

This design project focuses on developing social media content as part of the Integrated Marketing Communication (IMC) strategy for Sentra Wisata Kuliner Kota Rasa Surabaya. The background of this project is based on the ineffective use of social media in building audience awareness, engagement, and visiting interest. Based on observations and questionnaires, the existing content was considered inconsistent, lacking strong visual identity, and unable to attract the target audience optimally.

The method used in this project is the Sprint method developed by Jake Knapp, consisting of five stages: understanding problems, exploring ideas, determining concepts, creating prototypes, and validating designs. The content strategy was arranged using the customer path 5A approach (aware, appeal, ask, act, advocate) to create more directed and effective marketing communication. The content was designed in various formats such as feed designs, photography, and videos for Instagram and TikTok, supported by promotional media including posters, vertical banners, menu books, photoboosts, photo props, and neon boxes.

The final result of this project is an integrated and visually consistent social media content concept that is expected to improve digital promotional effectiveness, strengthen brand identity, and increase public interest in visiting Sentra Wisata Kuliner Kota Rasa Surabaya.

**Keyword** : Integrated Marketing Communication (IMC), Social Media Content, , Culinary Tourism Center, Instagram, TikTok, Customer Path 5A.

## **ABSTRAK**

*Perancangan ini berfokus pada pengembangan konten media sosial sebagai bagian dari strategi Integrated Marketing Communication (IMC) untuk Sentra Wisata Kuliner Kota Rasa Surabaya. Latar belakang perancangan didasarkan pada kurang optimalnya pemanfaatan media sosial dalam membangun awareness, engagement, dan minat kunjung audiens. Berdasarkan hasil observasi dan kuesioner, konten yang digunakan masih kurang konsisten, kurang memiliki identitas visual yang kuat, serta belum mampu menarik perhatian target audiens secara maksimal.*

*Metode yang digunakan dalam perancangan ini adalah metode Sprint oleh Jake Knapp yang terdiri dari lima tahapan, yaitu memahami masalah, mengeksplorasi ide, menentukan konsep, membuat prototipe, dan melakukan validasi desain. Strategi konten disusun berdasarkan pendekatan customer path 5A (aware, appeal, ask, act, advocate) agar komunikasi pemasaran lebih terarah dan efektif. Konten dirancang dalam berbagai format seperti desain feed, fotografi, dan video untuk media sosial Instagram dan TikTok, serta didukung media pendukung seperti poster, vertical banner, buku menu, photobooth, photo props, dan neon box.*

*Hasil akhir dari perancangan ini berupa konsep konten media sosial yang terintegrasi dan konsisten secara visual, sehingga diharapkan mampu meningkatkan efektivitas promosi digital, memperkuat identitas brand, serta meningkatkan minat kunjung masyarakat terhadap Sentra Wisata Kuliner Kota Rasa Surabaya.*

**Kata Kunci :** *Integrated Marketing Communication (IMC), Konten Media Sosial, Sentra Wisata Kuliner, Instagram, TikTok, Customer Path 5A.*

## FOREWORD

By praising and thanking the presence of Allah SWT for all His graces, gifts, and guidance, so that the design entitled "Social Media Content for *Integrated Marketing Communication* (IMC) of the Culinary Tourism Center Kota Rasa Surabaya" can be completed properly, on time, and as much as possible. This design was made as an effort to help increase awareness, engagement, and interest in visiting the Culinary Tourism Center of Kota Rasa Surabaya through a more targeted and attractive digital promotion strategy. With this design, it is hoped that the social media of the City of Rasa Surabaya can be used optimally as a means of effective marketing communication.

The author realizes that in this design process many parties have provided assistance, support, and contributions until this design can be completed. Therefore, the author would like to express his deepest gratitude to:

1. Allah SWT and the Prophet Muhammad SAW
2. Both parents (father and mother) of the writer, as well as the family who have been the main pillars of material support, moral support that never breaks, and who always give prayers, and enthusiasm during the design process. Hopefully this work can make you proud.
3. My first supervisor was Mr. Bayu Setiawan, S. Sn., M. Sn. who have patiently provided direction, knowledge, motivation, and spent time and energy in guiding the author during the design process until the completion of this work..
4. Mas Angga, and Mas Pras as the manager of the Culinary Tourism Center of Kota Rasa Surabaya who have helped provide information and support this design process.
5. Lecturers of the Visual Communication Design Study Program who have provided knowledge, experience, and motivation during the lecture period.
6. The Crew of Kota Rasa Surabaya (Mbak Laila, Mbak Dijah, Mas Danis, Mas Amar), Content Talents (Vika, and Utami), Respondents, Resource Persons, and all parties who have assisted in the process of data collection, observation, and content creation in this design.
7. The DKV 2022 brothers who have jointly undergone the lecture process and supported each other during the process of working on the final project.

8. Various other parties who cannot be named one by one have helped during the design process.

The author realizes that in this design there are still various shortcomings and imperfections. Therefore, constructive criticism and suggestions are highly expected to be material for evaluation and development in the future. Finally, the author hopes that this design can provide benefits and be one of the efforts to improve digital promotion and the image of the Culinary Tourism Center of Kota Rasa Surabaya to the wider community.

Surabaya, May 12, 2025

A handwritten signature in black ink, consisting of a large, stylized loop followed by a horizontal line that extends to the right and then curves slightly downwards.

Satria Hammas Arroisi

## TABLE OF CONTENTS

APPROVAL PAGE .....	ii
AGREEMENT PAGE .....	iii
STATEMENT OF FREE PLAGIARISM .....	iv
ABSTRACT.....	v
<i>ABSTRAK</i> .....	vi
FOREWORD .....	vii
TABLE OF CONTENTS.....	ix
LIST OF FIGURES .....	xi
LIST OF TABLES .....	xiii
CHAPTER 1 INTRODUCTION .....	14
1.1. Background .....	14
1.2. Problem Identificaton.....	18
1.3. Problem Formulation.....	18
1.4. Problem Limitations.....	19
1.5. Purpose of Design .....	19
1.6. Benefit of Planning.....	19
1.7. Design Framework .....	20
CHAPTER 2 LITERATURE REVIEW AND EXISTING STUDIES.....	21
2.1. Operational Title Definition .....	21
2.1.1. Social Media Definition.....	21
2.1.2. Integrated Marketing Communication Definition .....	21
2.1.3. Culinary Tourism Center Definition.....	22
2.1.4. Kota Rasa Surabaya Definition.....	22
2.2. Literature Review.....	22
2.2.1. Integrated Marketing Communication (IMC).....	22
2.2.2. Social Media Ads.....	23
2.2.3. Social Media Content.....	25
2.2.4. Customer Path 5A.....	27
2.4. Existing Studies.....	29
2.5. Compaator Studies .....	32
2.6. Competitor Studies.....	34
CHAPTER 3 DESIGN METHODOLOGY.....	37

3.1.	Design Method .....	37
3.1.1.	Design Stages.....	38
3.2.	Design Objects .....	39
3.3.	Data Collection Techniques .....	40
3.3.1.	Primary Data .....	40
3.3.2.	Data Seconds.....	41
3.3.3.	Target Audiens.....	42
3.4.	Data Analysis Techniques.....	42
3.4.1.	Interview Data Analysis.....	43
3.4.2.	Observation Data Analysis .....	44
3.4.4.	Consumer Insight Analysis.....	50
3.4.5.	Consumer Journey Analysis .....	50
3.4.6.	Sintesa Data .....	52
CHAPTER 4 CONCEPT AND IMPLEMENTATION DESIGN .....		54
4.1.	Concept Formulation.....	54
4.1.1.	Keyword Formulation.....	54
4.1.2.	Verbal Concepts.....	57
4.1.3.	Visual Concepts .....	59
4.1.4.	Media Conepts .....	62
4.2.	Design Process .....	67
4.2.1.	Rough Desain.....	68
4.2.2.	Comprehensive Design.....	69
4.2.3.	Design Validation .....	71
4.3.	Design Iplementation .....	72
4.3.1.	Main Media.....	72
4.3.2.	Supporting Media.....	73
4.3.3.	Booth Design .....	78
4.4.	Draft Project Budget.....	78
CHAPTER 5 CONCLUSION.....		79
5.1.	Conclusion.....	79
5.2.	Suggestions.....	79
BIBLIOGRAPHY .....		80
APPENDIX.....		82

## LISTOF FIGURES

<b>Figure 1. 1.</b> Front View of Kota Rasa Surabaya Source : Managing document.....	14
<b>Figure 1. 2.</b> Logo of Kota Rasa Surabaya Source : Managing document.....	15
<b>Figure 1. 3.</b> Graph of the level of public trust in the media .....	16
<b>Figure 2. 1.</b> Stage 5A Customer Path.....	27
<b>Figure 2. 2.</b> Feed Instagram Kota Rasa Surabaya .....	30
<b>Figure 2. 3.</b> Video Content Kota Rasa Surabaya .....	31
<b>Figure 2. 4.</b> Feed Instagram MBloc Space.....	33
<b>Figure 2. 5.</b> Front view of the warkop STK Keputih .....	35
<b>Figure 3. 1.</b> Sprint Method .....	37
<b>Figure 3. 2.</b> Manager interview Kota Rasa Surabaya .....	43
<b>Figure 3. 3.</b> Respondent Age.....	46
<b>Figure 3. 4.</b> Respondent Domicile .....	46
<b>Figure 3. 5.</b> social media platforms that respondents used .....	47
<b>Figure 3. 6.</b> Respondents' knowledge of social media in the City of Rasa Surabaya .....	47
<b>Figure 3. 7.</b> respondents' introduction to the content of the Kota Rasa Surabaya .....	48
<b>Figure 3. 8.</b> Respondents' opinions on the appeal of content.....	48
<b>Figure 3. 9.</b> Interest in finding out more .....	49
<b>Figure 3. 10.</b> Search for additional information for respondents .....	49
<b>Figure 3. 11.</b> Respondent's interest in visiting .....	50
<b>Figure 4. 1.</b> Keyword Formulation.....	54
<b>Figure 4. 2.</b> MBloc Space Language Style Reference .....	58
<b>Figure 4. 3.</b> Visual style references.....	60
<b>Figure 4. 4.</b> Photography references .....	61
<b>Figure 4. 5.</b> Font Poppins .....	61
<b>Figure 4. 6.</b> Color Kota Rasa Surabaya.....	62
<b>Figure 4. 7.</b> Layout social media content .....	65
<b>Figure 4. 8.</b> Content Planner .....	66
<b>Figure 4. 9.</b> Sketch Alternatif desain feed 1.....	68
<b>Figure 4. 10.</b> Sketch Alternatif desain feed 2.....	69
<b>Figure 4. 11.</b> Alternatif desain feed 1.....	70
<b>Figure 4. 12.</b> Alternatif desain feed 2 .....	70
<b>Figure 4. 13.</b> Design validation results from stakeholders.....	71
<b>Figure 4. 14.</b> Feed Design.....	72
<b>Figure 4. 15.</b> Design video tumbnail.....	73
<b>Figure 4. 16.</b> Book Menu .....	74
<b>Figure 4. 17.</b> Desain Vertikal Banner .....	75
<b>Figure 4. 18.</b> Vertical Banner.....	75
<b>Figure 4. 19.</b> Neon Box .....	76
<b>Figure 4. 20.</b> Poster .....	76
<b>Figure 4. 21.</b> Photobooth .....	77
<b>Figure 4. 22.</b> Photo Props.....	77

**Figure 4. 23.** Booth Design ..... 78

## LIST OF TABLES

<b>Table 1. 1.</b> Design Framework.....	20
<b>Table 2. 1.</b> Analysis Content Feed Social Media SWK Kota Rasa Surabaya.....	31
<b>Table 2. 2.</b> Analysis Video Content SWK Kota Rasa Surabaya.....	32
<b>Table 2. 3.</b> Analysis Social Media Content Comparator MBloc Space.....	34
<b>Table 3. 1</b> Consumer Journey 1 Analysis.....	51
<b>Table 3. 2.</b> Consumer Journey 2 Analysis.....	52
<b>Table 4. 1.</b> Content Pillar.....	63
<b>Table 4. 2.</b> Content Format.....	64
<b>Table 4. 3.</b> Draft Project Budget.....	78