THE DESIGNING GARUDA INDONESIA TRAVEL FAIR EVENT POSTER AT GARUDA INDONESIA BOOTH USING MALUKU KAKEHAN MOTIFS

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ABSTRACT

Indonesian tourism is a key driver of the national economy, with the potential to spur significant economic growth. The Indonesian Ministry of Tourism is committed to enhancing both the quantity and quality of tourism through various initiatives. Collaborative efforts between the government, industry, and community groups are exemplified in events like the Travel and Holiday Fair Jakarta, Indonesia Tourism Creative Economic Fair Jakarta, and Garuda Indonesia Travel Fair (GATF). These travel fairs are becoming essential sales promotion strategies for the Indonesian tourism industry, helping to introduce new products and stimulate public interest. One such initiative, the Garuda Indonesia Travel Fair, also plays a vital role in promoting the rich cultural heritage of Maluku by featuring the Kakehan Motif, a stylized sun ornament symbol from the Alifuru tribe on Seram Island. This study, using descriptive qualitative methods, explores the design of a booth exhibition that incorporates the Kakehan Motif to showcase and celebrate Maluku's culture. The booth not only serves as a promotional platform for Maluku Province at the Garuda Indonesia Travel Fair but also acts as a communication medium, offering visitors an immersive experience. It provides a practical space for the creative expression of ideas and serves as a promotional tool for companies, institutions, and organizations. Through this visual media, the booth aims to elevate the Kakehan Motif's prominence, contributing to the broader efforts of cultural preservation and tourism promotion in Indonesia.

KEYWORDS	*Garuda Indonesia Travel Fair, Booth Exhibition, Kakehan Motive*

INTRODUCTION

Indonesia's tourism is a potential driver of the national economy to spur higher economic growth in the future. The Ministry of Tourism of Indonesia through its various programs continues to strive to improve the quantity and quality of Indonesia's tourism, through various developments to leading destinations and conducting intensive promotional activities to various parts of the world with Wonderful Indonesia as a brand for international tourists, and Pesona Indonesia for Indonesian tourists

In Indonesia itself, the government together with industry and community groups participate in various activities, such as the Travel and Holiday Fair Jakarta, the Indonesia Tourism & Creative Economic Fair Jakarta, and the Garuda Indonesia Travel Fair (GATF). Travel fair is now one of the best sales promotion strategies for Indonesia's tourism industry to introduce products and provide stimulants to the general public and visitors, especially to enjoy the products offered. Tourism exhibitions that offer tourist attractions and products of Indonesia's creative industry are very effective in attracting tourists to an area. Tourism exhibitions have been proven to be able to mobilize the movement of tourists from one region to another. He added that through the exhibition, a tourism destination will be better known by the public and prospective tourists at home and abroad (Director General of Tourism Marketing, 2014). One of the largest tourism exhibitions / travel fairs held in Indonesia is the Garuda Indonesia Travel Fair (GATF). GATF began to be held in 2009, and then every year it is held through roadshows in several major cities including Makassar, Manado, Padang, Surabaya, Bali, Medan, Semarang, Banjarmasin, Jayapura, Palembang, Pekanbaru, Pontianak and DKI Jakarta. During the implementation of GATF, PT. Garuda Indonesia (Persero) Tbk.

Maluku is an archipelago in Eastern Indonesia that has a multicultural ethnicity inhabited by various ethnicities. Maluku ethnicity According to Ajawaila (2005, p. 159), namely, the Bugis tribe, the Makassar tribe, the Buton tribe, the Javanese tribe, the Sundanese tribe, the Madura tribe, the Minang tribe, the Batak tribe, and so on. In addition, there are also various tribes and sub-tribes in Maluku, known as indigenous people, such as the Ambon people, the Seram people, the Kei people, the Buru people, the Lease people, and others. This situation causes Maluku to become a multicultural archipelago that allows cultural assimilation to occur. We can know the cultural assimilation that occurred in Maluku based on the cultural results in Maluku. Cultural products or cultural products can be in the form of art objects, be it performing arts or fine art. Fine arts that we encounter as cultural products include pottery, sculpture/carving and textiles. Textile artworks that we know a lot about are batik art which has indeed spread throughout Indonesia.

Since ancient times, the Maluku archipelago has been a meeting place for various ethnicities from various civilizations in the world that build the archipelago. Maluku is also the center of world trade and politics, especially the Portuguese, Spain, United Kingdom, Netherlands, and Japan, in addition to Arabs, China, and India. Tifa, Nutmeg Clove, Parang Salawaku and Pattimura. These motifs can describe how culture follows through the trade process. The Tutobuang musical instrument can be described as a form of bonang in Javanese gamelan. However, in Maluku, Tutobuang is played in traditional events in Maluku. In other words,

Maluku Batik summarizes the depiction of culture in Maluku through the motifs it presents.

The Kakehan motif is a variety of ornaments that we often find in Maluku. The Kakehan motif is often found on vital objects of government in Maluku, such as monuments, gates (gates), city park walls (Merdeka Square), salawaku (shields), and on the pillars of Baileo (Maluku traditional houses) with the aim that buildings with Kakehan decorations can have courage in war. Kahehan is a type of ornamental variety that comes from the Alifuru tribe on Seram Island. Kakehan is a symbol of stylized sun ornaments.

According to Salenussa, Damayanti, and Agustina (2010) through the Kakehan ceremony, the body of the pata shiwa youth is decorated on the forehead, arms, and chest. The shape and elements of the sun ornament are symbolized as a symbol of the sun which has a symbolic meaning of beliefs, mindsets, norms, customs, and values. The sun motif depicted in the batik means light and heat which shows power and means the relationship between man and his God. The Talang bird indicates the presence of fish in the sea so that the Talang bird ornament means the abundance of marine resources for fishermen. Nanaley or Lingua tree or also called Sono Kembang is a strong tree as a building material, so the symbol of this tree is expected to have strength and strength.

Booth Exhibition is an environment that is used as a communication medium that is useful to provide an experience to exhibition visitors and is recognized as a means of practice to channel creative ideas, and is a place used for promotion by companies, institutions to organizations in an exhibition, be it shows, exhibitions, fairs, expos, fairs, bazaars and cheap markets.

The reason why the author is interested in taking this theme is because the Kakehan Motif is an original motif from the Alifuru tribe on Seram Island, Maluku and at the same time wants to raise and introduce the culture in Maluku, especially the Kakehan motif, through the media visual booth exhibition at the Garuda Indonesia Travel Fair event, as well as promoting Maluku Province at the Garuda Indonesia Travel Fair Event.

RESEARCH METHOD

The data collection methods that the author carried out in designing this promotion include the following:

a.   Interview

Interviews are conducted with conversations that contain certain intentions that are carried out by two parties, namely the interviewer who asks the question and the interviewee who gives the answer to the question. The interviews in the study were conducted using in-depth interview techniques, the researcher could ask informants about the motives of Kakehan in Maluku in addition to their opinions about the motives of Kakehan in Maluku. Researchers can also ask informants to express their opinions and use them as the basis for further research.

The interviewee was the Head of the Promotion and Information Sub-Division of the Maluku Provincial Liaison Agency. This interview was conducted repeatedly on the same informant with the question

being more focused on a problem as detailed information was collected. The implementation of this interview includes a promotional strategy on the Kakehan motive in Maluku, supporting factors, obstacles to promoting the Kakehan motive and steps to solve the obstacles.

b.   Observasi (Observation)

The data collection method is by visiting Maluku and visiting the Maluku Regional Pavilion at Taman Mini Indonesia Indah to observe and record carefully and systematically, to the extent to which the local government has carried out activities in promoting it.

c.   Data Analysis Methods

The analysis method will use qualitative descriptive analysis, namely by collecting data obtained will be described and interpreted, data related to the situation that occurs in the field that is categorized or in other forms, such as photos, documents, and field notes at the time the research is conducted. Where the data obtained will be analyzed using SWOT analysis.

RESULT AND DISCUSSION

Data is an effort or way that the author makes to process data into information so that the character of the data can be understood and useful for problem solving, especially problems related to the author's research.

Institutional Overview

The description of the institution is data from Garuda Indonesia companies which is the subject of research in designing the Garuda Indonesia Travel Fair Exhibition Booth, the data consists of:

Figure 1. SEQ ARABIC 32 Garuda Indonesia
Source: https://www.garuda-indonesia.com/id/id/special-offers/sales-promotion/gatf

History

Indonesia's civil aviation was first created on the initiative of the Air Force of the Republic of Indonesia (AURI) by leasing an aircraft named "Indonesian Airways" to the Burmese government on January 26, 1949.

On December 21, 1949, further negotiations were held on the results of KMB between the Indonesia government and KLM regarding the establishment of a national airline. President Soekarno chose and decided on "Garuda Indonesian Airways" (GIA) as the name of this airline.

Vision and Mission

- Company Vision
  "To be a sustainable aviation group by connecting Indonesia and abroad while producing Indonesia's hospitality"
- Company Mission
  "Strengthening business fundamentals through strong revenue growth, implementation of cost leadership, organizational effectiveness and strengthening group synergy with a focus on high standards of safety and customer-oriented service provided by professional & passionate workers"

Location

Head Office, PT. Garuda Indonesia, Soekarno Hatta International Airport, Garuda City Center, RT.001/RW.010, Pajang, Kec.

Conditions of Visual Communication Media

Visual communication media is a tool used to convey information to visitors. In this case, the condition of visual communication media is lacking based on the results of a survey of the Head of the Promotion and Information Sub-Division of the Maluku Provincial Liaison Agency. Visual communication media in the form of events such as Garuda Indonesia Travel Fair is a promotional media needed by the author using visual communication media at the Garuda Indonesia Travel Fair event, to promote the Maluku kakehan motif, through the design of the Garuda Indonesia Travel Fair exhibition booth using the kakehan motif.

Competitor Data

Competitor data is data collected as a medium for comparative studies and recognition of competitor identities will be discussed as follows.

The PLN Peduli Festival is an annual PLN Corporate Social Responsibility (CSR) event that describes various PLN CSR activity programs that are in line with 7 ISO 26000 subjects on CSR Implementation Guidelines and support the achievement of the Sustainable Development Goals or SDG's.

With the theme "Illuminate the Country for the Achievement of SDG's", at the PLN Peduli Festival this time, PLN invited 100 Fostered Partners to display more than 1000 quality products from all over Indonesia. PLN also held a webinar on CSR to support the Sustainable Development Goals abbreviated as SDG's, as well as trainings to improve the ability and skills of MSMEs in managing their businesses to be able to compete in the market.

SWOT

Strength

1) The booth design has Maluku cultural content, namely the Kakehan motif.
2) There are not many booths that have designs using local cultural motifs so that the design of this booth can support the preservation of culture, especially in the motif of Kakehan Maluku through the Garuda Indonesia Travel Fair.

Weakness
1) The design of the booth designed is still fairly amateurish.
2) Many do not know about the Motive of Kakehan Maluku.

Opportunity
1) Able to introduce the Maluku Kakehan motif by utilizing visual objects at the Garuda Indonesia Travel Fair exhibition booth.
2) There is no booth design that uses the Maluku kakehan motif.

Threat
1) Exhibition booths with the use of other motifs/ornaments with a wider target range.
2) The existence of an exhibition booth that has a more attractive design than cultural motifs/ornaments.

Media Concept

The preparation of the design concept at the Garuda Indonesia Travel Fair Exhibition Booth using the Kakehan Motif is divided into three stages of thinking, namely, media objectives, media strategy, and media selection.

Media Objectives

The purpose of designing the Garuda Indonesia Travel Fair Exhibition Booth using the Kakehan Motif is to invite the public to get to know and know more about the culture in Maluku, one of which is the Kakehan Motif as well as being able to promote Maluku Province through the design of the Booth Exhibition at the Garuda Indonesia Travel Fair.

Media Strategy

A communication strategy is needed to achieve the right target market. Strategy is a tool for achieving company goals in terms of long-term goals, program monitoring, and resource allocation priorities. The media strategy used is in the form of beautiful designs, easy-to-understand typography, easy-to-understand visualizations, and promotion through digital and print media.

The media strategy used in this design is the creation of a garuda Indonesia exhibition booth with elements of visual ornaments and using promotional media in the form of posters, flayers, brochures, banners, x-banners and merchandise.

Media Selection

The most important thing in a mix is the selection of media, in the selection of media for the design of the Garuda Indonesia Travel Fair exhibibiton booth using the motif of excitement, including:

1. **Target Media**

    In designing a visual communication design work, the writer must first determine the target audience based on Demographic, Geographic, and Psychographic.

    a) Demographic

    Demographically, the target audience in the design of the Bo0th Exhbition Garuda Indonesia Travel Fair uses this extreme motif, namely domestic tourists, but in order to narrow it down further, the author divides it starting from age, gender and social status.

    Gender   : Male and Female
    Age   : Adults 20 – 30 years old

Economic Status   : All Circles
Education   : High School Graduation/Equivalent

b) Geographic

The design of the Garuda Indonesia Travel Fair Exhibition Booth using this kakehan motif was proposed for tourists throughout Indonesia because this is one of the largest tourism sales promotion events in Indonesia. Judging from the geographical factor, what is meant here is Maluku Province, the area that will be used as the target of this promotion.

c) Psychographics

It is a psychological variable that can distinguish between one person and another, such as interests, opinions, attitudes, personality, and lifestyle. From a psychographic point of view, prospective consumers of this event are all people who have an interest in the Garuda Indonesia Travek Fair event.

Habit: Traveling

2. Media Guide

The guide in the selection of media is based on the description of the target character, the main media, promotional media, and supporting media will be made creative to increase promotion and interest in the design of the Garuda Indonesia Travel Fair Exhibition Booth using the Maluku Kakehan Motif, so that the public or visitors can be interested in visiting this Booth. Some of the media that were selected to support the design of the Garuda Indonesia Travel Fair Exhibition Booth using this crazy motif include:

A. Main Media

The media in question is the design of the Garuda Indonesia Travel Fair Exhibition Booth in 3D form made using the SketchUp application. In designing the Garuda Indonesia Travel Fair 3D booth event, the author uses the Kakehan motif from Maluku Province which aims to promote Maluku Province tourism with a new breakthrough in the design of the Garuda Indonesia Travel Fair Exhibition Booth using the Kakehan motif, in addition, it is to introduce and preserve the Kakehan motif as one of the main motifs of Maluku Province.

B. Supporting Media

Supporting Media in this Design includes:

1) Poster

Posters are mass-produced advertisements or announcements. Posters are generally made in large sizes on paper to be displayed to the audience. The poster for the Garuda Indonesia Travel Fair event is designed to promote the event by using the headline as a point of interest. There is also information on when the event will take place and a list of guest stars who will fill the event. The posters will be distributed in several places such as at the airport, Garuda Indonesia offices and around the event at ICE BSD Hall 3A. The size of this poster design is A3 42 cm x 29.7 cm

2) Flyer

Flyers will be distributed in several places, namely in crowded centers such as malls, Ministry of Tourism offices, Garuda Indonesia offices and the venue for the event at ICE BSD Hall 3A. The flayer is designed to display the identity of the Garuda Indonesia Travel Fair event using the headline for information on when the event will take place and the list of guest stars who fill the event. Flayer size 21cm x 29.7 cm.

3) X banner

X Banner will be distributed in several places, namely the Airport and the Office of the Ministry of Tourism, Garuda Indonesia Office and the venue of the event at ICE BSD Hall 3A. X Banner is designed to display the identity of the Garuda Indonesia Travel Fair event, as well as more specific information about the Garuda Indonesia Travel Fair event. Size X Banner 60 x 160 cm.

4) Social Media Promosi Instagram

Digital advertising encompasses many of the techniques and practices contained within the category of internet marketing. With the dependence on marketing without the internet, the field of digital marketing combines other main elements such as advertisements on several social media where people want to know when the Garuda Indonesia Travel Fair Event will be held. Instagram is one of the most widely used social media, so it can be seen by consumers so that they are interested in coming to the event venue. Ads will be uploaded in the form of a feed with a size of 1080 x 1080px.

C. Merchandise

Several programs in building promotions and giving appreciation to visitors or consumers, therefore merchandise is made for this purpose. Some of the merchandise includes:

1) Kaos / T-Shirt

T-shirts are made in a wide variety of universal sizes S/M/L/XL. This merchandise is made into a package with each other and given to every visitor who purchases a plane ticket.

2) Totebag

Totebags are used as merchandise at this event to support daily work activities. This merchandise is made into a package with each other and given to every visitor who purchases a plane ticket.

3) Landyard

Lanyards are used as merchandise at this event to support daily work activities. This merchandise is made into a package with each other and given to every visitor who purchases a plane ticket.

4) Tumblr

Tumblr or this drinking bottle is proposed to support the 5R (reuse, reduce, recycle, rethink, repair) activity program This merchandise is made into a package with each other and given to every visitor who purchases a plane ticket.

5) Key

Keychains are used as merchandise at this event to support daily work activities. This merchandise is made into a package with each other and given to visitors or consumers who come to the Garuda Indonesia Tarvel Fair Booth and every visitor who purchases air tickets.

6) Sticker

Stickers are used as merchandise at this event to support daily work activities. This merchandise is made into a package with each other and given to visitors or consumers who come to the Garuda Indonesia Tarvel Fair Booth and every visitor who purchases air tickets.

Creative Concept

In making a creative concept, it must have a basis of thought that will be processed to be used as a visual form, which will later be changed into promotional media to the event itself. Therefore, this creative concept will bring the entire design unit that is unique and has its own characteristics, therefore a keyword or keyword and creative strategy is needed

Keyword

The selection of keywords or keywords is closely related to the selection of the author's research topic. In order to facilitate the next step of identification, it is necessary to have keywords that are practical and effectively able to visualize the big picture of the work in question. The design of the Garuda Indonesia Travel Fair Exhibition Booth Using the Maluku Kakehan motif is a design on how to make an event booth by placing Kakehan motif ornaments on several sides of the Garuda Indonesia Travel Fair event booth. The Garuda Indonesia Travel Fair Exhibition Booth is a promotional media for the reintroduction of motifs or ornaments of Indonesian culture and cultural symbols in the Kakehan Maluku motif. Therefore, the keywords used in the design of the Garuda Indonesia Travel Fair Exhibition Booth using the Kakehan motif are; Culture, promotion, and booth exhibition.

Creative Strategy

Creative strategy is an approach and systematic thinking that helps in the preparation of a promotion to maximize visual appeal. In the excitement of the Garuda Indonesia Travel Fair Exhibition Booth using the Kakehan motif, a creative strategy is needed in which there are several design elements determined, namely; colors, typography, visual identity logos, design styles and layouts. All of these elements can be the characteristics of visuals that will be applied to various publication and promotional media, here are some explanations, including:

1. **Colors**

Color is one of the visualization elements that determines the ambience brought by a design display, color can also stimulate the brain's sensitivity to

emotions so that it can cause emotions, sadness, emotions, joy and so on. In this design, based on the keywords that have been made before, the author applies several colors, including:

Code   : # 002561
R   : 0
G   : 37
B   : 97

The dark color gives the impression of intellect, intelligence and creativity. This color inspires critical thinking and creating new ideas. In addition, blue can improve a person's concentration. Not only that, blue can also give an impression of trust. This color represents a work culture of integrity and productivity.

Code   : # 008c9a
R   : 0
G   : 140
B   : 154

In his sense, this tosca blue can increase the creative and sensitive side as well as a sense of empathy and care for each person. Not only that, but tosca blue can also make the soul more excited and reduce loneliness, whether due to mental instability or fatigue.

Code   : # bf1e2e
R   : 191
G   : 30
B   : 46

In its sense , this crimson can stimulate comfort, warmth and also affect mood and desire. This crimson color also symbolizes the meaning of courage possessed by all Maluku people in facing various challenges ahead.

Code   : # eb5a2c
R   : 235
G   : 90
B   : 44

Many people often describe the color orange as bright, happy, and uplifting. This may be on feelings of enthusiasm and excitement. Because orange is a color that can increase a person's energy.

Code   : # e2bf64
R   : 226
G   : 191
B   : 100

The author uses yellow in the color of the design concept because the yellow color symbolizes the loyalty of customs as part of the culture that grows and develops in the life of the Maluku people, socio-cultural, and towards nature.

2. Typography

Typography is a lettering process that is an important aspect of visual communication design. In typography, there is a process of harmony between

the concept and composition of the work, so that the purpose and purpose of the design can be identified (Santosa, 2002:108).

In this design, sans serif typography such as , Raleaway font as a headline or sub headline and logo are used in the design of the work. This font is used because of the assertiveness in each character.

3. **Image**

In the design of this booth, the author uses visuals from ornaments on the Maluku kakehan motif used to visualize the shape of the Maluku kakehan motif.

4. **Logo**

In designing this work, there are several logos used, including the PT Garuda Indonesia logo, Sky Team Logo, Bank Mandiri Logo.

The Garuda Indonesia Travel Fair Event logo was made using the shape of the overall map of the Maluku region and using one of the extreme motifs, namely the sun motif.

For the use of logo colors, it is adjusted to the use of a predetermined color scheme, but in applying it, blue is more often used.

5. **Visual Identity**

According to Binus (2012), Visual identity in a general sense is an image or stroke that presents one or more, a message with a certain intention and is used to communicate the existence of a company, organization, institution, or group. In this design, the visual identity that is applied includes:

7) **Design Style**

The design style used by writing is Early modern style where at the time of the development of this design style there were several streams in it called Corporate Style, this design style is suitable for corporate companies.

Early modern style

Experts refer to a period of time known as the "early modern era". This period typically covers a time span of around the 15th to 18th centuries, although the exact time limit may vary depending on the historical context discussed.

Experts in the fields of history, art, literature, and culture use the term to refer to the period located between the Middle Ages and the more recent modern era. The early modern era was marked by significant changes in various aspects of human life,56 including political, religious, social, economic, and cultural changes.

Some of the notable events that occurred during the early modern era include new explorations, such as the discovery of America by Christopher Columbus, major changes in religion with the Protestant Reformation, the development of widespread global trade, and a scientific revolution that influenced the way people viewed the universe.

In art and architecture, the dominant style in the early modern era was the Renaissance, which emphasized the restoration and renewal of Greece and Roman classical art. The Renaissance art style displayed brilliance in depictions of people and nature, realistic perspectives, and an emphasis on perfect proportions.

In addition, this period also saw new developments in literature, with famous authors such as William Shakespeare, Miguel de Cervantes, and John Milton producing works that are still appreciated today.

Overall, the term "early modern era" is used by scholars to refer to an important period in history that includes significant changes in various aspects of human life, as well as the development of influential arts, literature, and culture.
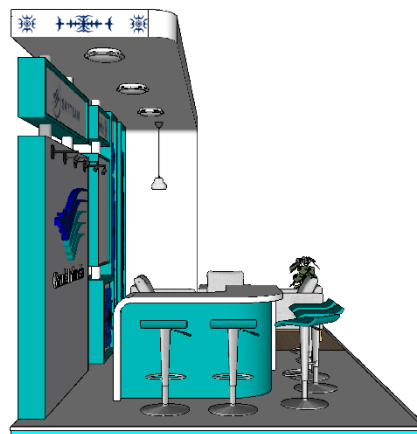
Layout

The layout for the venue of an event used in the design uses the layout of the building owner, namely, Indonesia convention exhibition (ICE) which is located in BSD Hall 3A, Tangerang district.

The layout in this design itself consists of several areas, namely: Stage area, Booth Area, Tenant Area or promotional media, security are, event organizer area, and Gate Area.
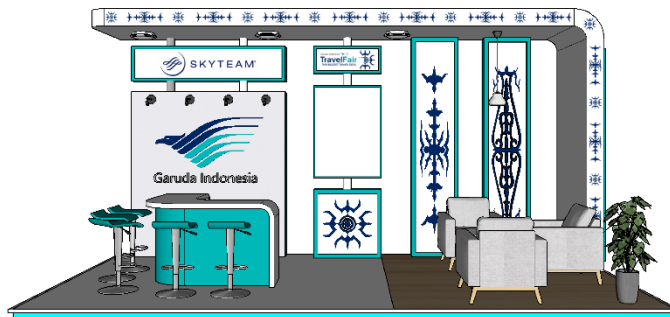
Figure 2. Booth Planning Layout
Source : Ikbal Sanusi Warwefubun, 2024

Figure 3. Booth Design Layout
Source : Ikbal Sanusi Warwefubun, 2024

Figure 4. Booth Design Layout
Source : Ikbal Sanusi Warwefubun, 2024

Figure 5. Booth Design Layout
Source : Ikbal Sanusi Warwefubun, 2024

The Booth layout in this design itself consists of several areas, namely: customer service area, and dealing area.

Creative Programs

The design of this stage requires a systematic foundation that is carefully structured through different stages. For more effective implementation, innovative programs are needed to support this step, among others.

1. **Print Process**

    The printing process carried out in the preparation of this supporting media is carried out using digital printing. Where the parts and Supporting Media are printed separately because they use different materials. On the Poster, Flyer, and on the Sticker Pack using Vynil, and on the X-Banner using Flexi material.

2. **Pre-Production**

    The pre-production stage is the author's initial data research stage to guide the production stage, the data obtained is then used as a guideline to determine the production perspective.

    Reference of works in the design of the Garuda Indonesia Travel Fair Exhibition Booth.

3. **Production**

    In the production stage, the author applies all the ideas and concepts that have been collected into a 3D using the SketchUp application.

4. **Post-Production**

    The final result of post-production, namely in the form of print media or promotional media in the form of Instagram posts, posters, flayers, x banners and merchandise.as well as in the form of 3D Modeling entitled Garuda Indonesia Travel Fair which can be enjoyed by GATF Event Visitors as an alternative medium to get to know more about Maluku cultural culture by using Maluku Ornaments or Kakehan Motifs. In the post-production stage, it also has the following stages:

    a. This Media Booth will be presented to the examiners as a stage of the Final Project exam. The stages include an explanation of the background of making the work, conceptuating, visual design process, printing and publication of the work.

    b. The final project work display stage. The finished works are ready to be exhibited as a form of conveying the message of the final project. The work will be displayed at Esa Unggul University.

Communication Concept

Communication is a process in which a person or several people, groups, organizations and societies create and use information to connect with the environment and other people. In the dissemination of promotional media, effective communication delivery methods are required.

Purpose of communication

The purpose of communication is to make the Garuda Indonesia Travel Fair Exhibition Booth Using the Maluku Kakehan Motif as an alternative media and a new innovation in introducing the local culture of ornament or the Maluku Kakehan motif, to the community as prospective tourists who visit this GATF event, and also as a medium to promote tourism and culture in Maluku.

Communication strategy
Cost Planning

The establishment of a promotional and advertising budget for a brand or product is necessary in order for the expected objectives of promotional and marketing activities such as profit, certain sales level, or market share to be achieved. (Rhenald Kasali, 1995:57). Production and promotion cost planning is important to plan before taking significant steps. The following is a planning of costs incurred for the production of primary media and promotional media.

Production

Table 1. List of Production Cost Budgets

No.	Production	Size	Sum	Total
1.	Booth GATF	6 X 3	1	Rp. 20.000.000
2.	Maket Booth	1:20	1	Rp. 1.750.000
	Total			**Rp. 21.750.000**

Source : Ikbal Sanusi Warwefubun, 2024

Promotions

Table 2. List of Promotional Expenses Budget

No.	Production	Size	Unit	Sum	Total
1.	Poster	A3	IDR 5000	100 pcs	IDR 500,000
2.	Flayer	21cm x 29,7 cm	IDR 2,500	100 pcs	IDR 250,000
3.	X Banner	60 x 160 cm	IDR 55,000	100 pcs	Rp. 5.500.000
4.	Ads Social Media	1080 x 1080px	IDR 60,000	100 pcs	Rp. 6.000.000
	Total				**Rp. 12.250.000**

Source : Ikbal Sanusi Warwefubun, 2024

Merchandise

Table 3. List of Marchandise Cost Budgets

No.	Production	Size	Unit	Sum	Total
1.	T-Shirt	S/M/L/XL	IDR 80,000	100 pcs	Rp. 8.000.000
2.	Totebag	All Size	IDR 60,000	100 pcs	Rp. 6.000.000
3.	Lanyard	90 x 2 cm	IDR 15,000	100 pcs	Rp. 1.500.000
4.	Tumblr	All Size	IDR 25,000	100 pcs	Rp. 2.500.000
5.	Key	5 x 5 cm	IDR 5000	100 pcs	IDR 500,000
6.	Sticker	A3	IDR 15,000	100 pcs	Rp. 1.500.000
	Total				**Rp. 20.000.000**

Source : Ikbal Sanusi Warwefubun, 2024

Overall Cost

Table 4. Overall Budget Cost List

No.	Fee Name	Total Cost Prediction
1.	**Booth and Mockup Production**	**IDR 21,750,000**
2.	**Promotion**	**IDR 12,250,000**
3.	**Merchandise**	**IDR 20,000,000**

Total	IDR 54,000,000

Source : Ikbal Sanusi Warwefubun, 2024

CONCLUSION

Through the design that has been carried out, the author can conclude several things, including: In the Final Project Design, the design that the author made was about designing the Garuda Indonesia Travel Fair Exhibition Booth using the Kakehan motif and a 3D video from the Booth with an explanation of the design of the 3D Modeling Booth entitled Garuda Indonesia Travel Fair which can be enjoyed by GATF Event Visitors as an alternative media to get to know more about Maluku cultural culture by using Maluku Ornaments or Kakehan Motifs.

In designing this event booth, it requires and involves a lot of media that help in promoting an event such as supporting media such as posters, flayers, x-banners, and social media such as Instagram feeds, and also merchandise such as t-shirts, totebags, lanyards, tumblers, keychains, and sticker packs.

In the end, with the design of interactive print media from the Garuda Indonesia Travel Fair Booth Design, the author also indirectly knows and knows more about the results of information about the history, types, and meanings of a Kakehan Ornament. And can share knowledge with young people through this visual booth.

The following is the conclusion that the author got from the design of the Garuda Indonesia Travel Fair Exhinition Booth using the visual ornament of Kakehan Maluku, in order to obtain a S1 Degree in the Visual Communication Design Study program.

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