

VISUAL ANALYSIS BAKUL BOARDGAME DESIGN

Alfons Christian Hardjana, Peter Ardhianto

¹*Soegijapranata Catholic University, alfonschristianhardjana@gmail.com,*

²*Soegijapranata Catholic University, peter.ardhianto@unika.ac.id*

Abstract: Smes is one of important economic target markets within the city of Semarang. SMEs offer products that having local insight. But SMEs' products can not compete with foreign products. This is because the lack of SMEs' product's promotion to the target market. At the same time, happened a phenomena that youths in Semarang like a boardgame. A boardgame bring up direct interaction to a target market so the information at the a boardgame can be perceived directly by his target markets. See this phenomena, a boardgame that has a story about SMEs' products in Semarang created as SMEs' media promotion. A boardgame called Balap Kuliner or Bakul tells the story of SMEs' products sold in central souvenir the city of Semarang. This research uses the literature study, observation, and an interview to search for data. This research interviewed Ardiawan Bagus Harisa, Bakul boardgame designer, and Yuanita Rani, gives entrepreneurship the office for cooperatives and SMEs (DINKOP) the city of Semarang. The purpose of this research to know a boardgame design could deliver information and an interesting and innovative media promotion. The research show the importance of visual in the boardgame to promote SMEs. This research analysis is using design elements, like color, layout, typography, and illustration.

Keywords: Boardgame, Visual Analysis, SMEs

I. INTRODUCTION

In the economic development in Indonesia, SMEs play an important role as a driver of regional economic development (Ardhianto, 2015). In the era of globalization, SMEs are required to innovate and be creative in doing business not only of products but also look the market's appetizing.

The development of information systems in the era of globalization has become one of the inability of SMEs although in the last decade with the government and other parties have implemented various forms of promotion (Sijabat, 2008), one of Semarang city government offers a wide range of expo and exhibition to SMEs. In the past year there were five expos and exhibits such as Gelar Inovasi UMKM Koperasi dan PKBL Expo, Semarang Introducing Market (SIM), Festival Wingko, Rembang Expo, and exhibitions of SMEs Semarang at Java Supermall in celebration of the anniversary of Semarang.

Through the expo and the exhibition can be seen that SMEs have a superior product, competitive and unique according to Hananto in Suara Merdeka May 22, 2015. Therefore, in order to improve product quality product that the SMEs need to be known to the customer through the sale so that consumers can provide feedback to SMEs. Promotion not only improve the quality of products but also develop marketing networks, partnerships, and strengthen branding according to Agustin (<http://jatengprov.go.id/id/newsroom/pemkot-semarang-gelar-pameran-umkm-4-hari>). This suggests that SMEs can not introduce their products so that SMEs can not compete with global products (Ardhianto, 2015).

SMEs can improve marketing strategies and mastery of technology in an effort to encourage business activities (Susilo, 2010). To improve the mastery of technology SMEs Semarang city government provide training to use information technology to MSME entrepreneurs. According to Prihadi (<http://diskopumkm.semarangkota.go.id/23-berita-kumkm/59-40-umkm-siap-lakukan-online-marketing>), mayor of the city of Semarang, online marketing can be a solution to develop