



VISUAL COMMUNICATION MEDIA DESIGN AS A PROMOTIONAL STRATEGY FOR THE 'SEPATU KEDAS' SHOE CLEANING SERVICE IN DENPASAR

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Received on
21 August 2025

Revised on
7 November 2025

Accepted on
4 December 2025

Abstract:

Purpose: This design aims to design visual communication media in the form of posters, brochures, goodie bags, sign boxes, motion graphics, which function as promotional media for Kedas Shoes services.

Research methods: The design of this visual communication media uses a qualitative approach with primary and secondary data collection. This qualitative approach includes data collection through interviews, observations, literature, and documentation

Findings: The design stage resulted in four promotional media: posters, brochures, goodie bags, and Instagram posts, which have gone through an evaluation and revision process to strengthen the visual identity and communication of Sepatu Kedas services. The design process was carried out by applying the modern flat design visual concept, using a color palette of red, orange, white, black, bright gray, and sans-serif typography that is applied consistently across all media.

Implications: After being refined, the final design received approval from the owner of the Kedas Shoes business and was declared suitable for use as a print and digital promotional medium.

Keywords: visual communication media, promotional media, modern flat design

1. INTRODUCTION

Promotional media is a crucial element in conveying information about a product or service to the target audience. Promotional media can be either print or digital, and the choice must consider the characteristics of the target market. In recent years, digital promotional media has gained popularity among various companies due to its perceived efficiency in terms of cost, time, reach, and the ability to target audiences more precisely [1] [2]. On the other hand, print media remains a powerful medium for information and culture, with pamphlets, wall magazines, billboards, and banners capable of reaching a wide and direct audience [3] [4]. The combination of these two media can provide greater effectiveness in visual communication strategies [5]. However, not all businesses utilize both types of media, influenced by the high costs involved in promoting their products or services. This undoubtedly makes it difficult for new businesses to compete with similar businesses.

Many new businesses still rely on social media as a promotional tool. This is also the case for a new business, "Sepatu Kedas." Sepatu Kedas offers shoe cleaning, maintenance, and restoration services located in Badung, Bali. Services include deep



cleaning, repainting, unyellowing, and care for specialty materials like canvas and suede. Its target customers are young people and shoe wearers who care about cleanliness and aesthetics. Sepatu Kedas also offers a free pickup service specifically for the Dalung area, adding convenience and efficiency to its customers.

Despite offering comprehensive services, Sepatu Kedas' promotional strategy is still limited to simple Instagram posts without a consistent visual concept. This lack of consistency results in less than optimal promotional reach and a lack of a strong visual identity [6] [7], especially amidst increasingly creative and competitive shoe cleaning businesses. To compete, a well-planned visual communication design approach is required that strengthens the brand's image through the right media.

Furthermore, the problem of suboptimal promotion for Sepatu Kedas is not only related to the limitations of the media used, but also concerns the absence of visual consistency that can strengthen brand identity. In visual communication design practice, consistency of elements such as color, typography, illustration, and visual style is key to building a recognizable brand image [8] [9]. The absence of a standardized visual identity makes promotional messages difficult to stand out and does not differentiate Sepatu Kedas from competitors. Therefore, it is necessary to develop a promotional media design strategy that is not only informative but also able to present a strong, relevant, and appropriate visual identity for the brand.

Considering these conditions, promotional media design is the right solution to overcome the visual communication problems at Sepatu Kedas. This design not only redesigns the visual appearance, but also integrates various promotional media such as posters, brochures, digital content, and motion graphics into one cohesive communication system. This approach allows for more targeted, attractive, and effective message delivery in increasing brand awareness. Through the process of analysis, visual concept design, and appropriate media selection, this study seeks to produce a visual communication strategy that can be directly implemented by Sepatu Kedas to increase competitiveness and strengthen its position in the shoe cleaning service market in Denpasar.

2. RESEARCH METHODS

The design of this visual communication media uses a qualitative approach with primary and secondary data collection. This qualitative approach includes data collection through interviews, observations, literature, and documentation [10] [11]. Interviews were conducted with the owner of Kedas Shoes, I Wayan Wahyu Darma Putra, to obtain the uniqueness and advantages of the services provided. This data was strengthened by observations. Furthermore, visual communication design theories were used to strengthen the design of visual communication media, supplemented by documentation data. This data was then analyzed to obtain solutions that will be realized in the form of visual communication media.

3. FINDINGS

The promotional media designed included posters, brochures, goodie bags, and Instagram posts. The design process for Kedas Shoes' promotional media was carried out systematically and structured to ensure the final result met the visual communication objectives. This process began with selecting a visual concept, namely modern flat

design. Simplicity in design was the primary focus in conveying Kedas Shoes' promotional message.

This visual concept is implemented in color elements consisting of Red Orange as the main color symbolizing passion and energy, Black to give a professional impression, White to depict cleanliness, and Bright Gray for a professional and minimalist impression. These colors are applied consistently across all media, both print and digital, to strengthen the identity of the Kedas Shoes brand.



Figure 1. Color Implementation

The typefaces used are Poppins, Montserrat, and Open Sans—all sans-serif fonts with high readability. Poppins is used for headlines or main text to emphasize its boldness, Montserrat is used for subheadings and important information, and Open Sans is used for body text to ensure comfortable reading on various media sizes.



Figure 2. Typeface Implementation

The illustrations used emphasize shoe elements, in keeping with Sepatu Kedas's professional shoe cleaning services. The layout is designed with a balanced composition and use of white space to keep the display uncluttered and easy to read.

Furthermore, the implementation of visual elements on a digital poster media measuring 1080 x 1350 pixels and a printed poster measuring 42 cm x 21 cm, can be seen in the image below. The poster layout is arranged vertically so that the information is easy to follow by readers. The top displays the logo and brand name of Kedas Shoes, followed by the main title "Sepatu Kotor? Serahkan ke Kami!" with a combination of black and red orange as the main attention grabber.



Figure 3. Poster Implementation

The brochure design structure measures 20 x 21 cm and is arranged vertically to ensure the information flow is easy for readers to follow. The exterior displays the logo and brand name of Sepatu Kedas as the company's identity. The main information, including the types of services and price list, is placed on the inside, while contact information such as WhatsApp, Instagram, and the business address are placed on the back as a clear and easy-to-find call to action.



Figure 4. Brochure Implementation

The 30 x 35 cm goodie bag layout is designed in a simple manner, with the main focus on the brand identity on both sides. The logo is placed as the main visual element in the center for easy recognition from various angles. Supporting information, such as social media accounts or contact information, is placed secondary and in a smaller size to avoid distracting from the main visual focus.



Figure 5. Goodie Bag Implementation

Instagram post was finalized with a size of 1080 x 1080 pixels on each slide form in carousel design. The carousel layout was designed with a consistent structure on each slide to create visual unity. Each slide displays the logo as a brand identity, a short title as an attention grabber, a shoe illustration as a supporting visual element, and concise service information. The arrangement of the information hierarchy is done so that the audience can follow the message gradually from the first slide to the last.



Figure 5. Instagram post Implementation

4. CONCLUSION

Based on the design that has been carried out regarding Kedas Shoes promotional media, the author can conclude several things as follows; 1) The design of promotional media begins with collecting data through interviews, observations, and documentation, then analyzing it to find visual needs and promotional problems that are not yet consistent; 2) The design process was carried out by applying the modern flat design visual concept, using a color palette of red, orange, white, black, bright gray, and sans-serif typography that is applied consistently across all media; 3) The design stage resulted in four promotional media: posters, brochures, goodie bags, and Instagram posts, which have gone through an evaluation and revision process to strengthen the visual identity and communication of Sepatu Kedas services.

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