Kerinci in Visual Frames: Designing Tourism Identity through Graphic Design

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Abstract

Kerinci Regency in Jambi Province has rich natural and cultural potential, but its tourism image and management remain suboptimal. This study demonstrates that a social campaign based on graphic design can serve as an effective educational tool to raise public awareness of smart tourism. Using educational posters, Incung-based ambient media, infographics, and website interface design, educational messages highlight that tourism is not only for recreation but also a learning experience, delivered attractively, communicatively, and consistently with visual art principles. The study also emphasizes the integration of local cultural elements into media design, such as interactive and educational use of the Incung script. The combination of persuasive communication strategies, consistent visual selection, readable typography, and relevant narratives is expected not only to strengthen Kerinci's tourism visual identity but also to encourage engagement from the community and visitors. By applying a creative concept developed through field observations (5W+1H method), SWOT analysis, the A.I.D.A. model, and market segmentation, the campaign aims to increase the destination's visibility, improve its image, and support sustainable tourism development. This integrated approach highlights how visual and cultural strategies can enhance both public education and the overall attractiveness of Kerinci as a unique tourist destination.

Keywords: kerinci, smart tourism, graphic design, Incung script, ambient media

1. Introduction

Kerinci Regency is known by the nickname 'Sekepal Tanah Surga Sakti Alam Kerinci' (A Piece of Heavenly Land in Kerinci). This nickname represents the large number of tourist attractions in the region [1]. Kerinci Regency offers various types of tourism, including nature tourism, cultural tourism, religious tourism, historical tourism, and conservation tourism.

Kerinci Regency was awarded the title of Jambi Province Tourism Branding in 2016. This recognition is supported by the large number of tourist attractions compared to other regencies in Jambi Province. Furthermore, data from the Kerinci Seblat National Park Office (BBTNKS) shows an increase in the number of tourist visits, with an average increase of 24.82% [2], [11], [18]. The number of tourist visits was obtained from the number of admission tickets sold. Based on data from the Jambi BPS in 2016, there are 42 tourist destinations in Jambi City. Kerinci District has the most tourist destinations, with 11 tourist attractions [4].

The highest peak on the island of Sumatra, which is an icon of Jambi Province, is Mount Kerinci, which has an altitude of 3,805 metres above sea level. Additionally, in the Tanah Sepujuk Jambi Sembilan Lurah area, there are several historical traces of Kerinci that hold significant historical value worldwide, one of which is the discovery of an ancient script categorised as the oldest in the world, known as the Incung Kerinci Script [3]. According to several studies on the origins of the Uhang Kincai in Kerinci Regency, the Kerinci tribe is one of the oldest tribes in the world, as evidenced by the discovery of several fossils estimated to be millions of years old [4].

The culture of Kerinci Regency today still has a very strong cultural identity, one of which is a traditional ceremony called kenduri sko, which is only held during certain periods. From a religious perspective, Kerinci has several places of worship that are categorised as having unique architectural features, namely the Keramat Mosque and the Grand Mosque, which were built without the use of metal materials [5].

Along with the development of modern civilisation, which has led to an increase in the intensity of human activity, there is a potential for psychological saturation and physiological fatigue. In this context, tourism is seen as an effective instrument for restorative activity and improving the quality of life of individuals. Kerinci Regency is a destination with significant natural and cultural attractions. However, the geographical literacy of the general public regarding the location and characteristics of this region is still relatively limited, so further study is needed to strengthen Kerinci's visibility and positioning in the context of regional and national tourism development.

Tourism is not only understood as a recreational activity, but also has an educational dimension. The concept of educational tourism emphasises that travel can be a means of direct learning (learning in situ) that provides authentic experiences of knowledge, culture and the environment. However, in practice, tourism in many areas still emphasises the aesthetic aspects of nature, while the educational potential is often not optimally utilised [6].

Tourism should include the inclusive and sustainable use of public facilities. However, damage caused by vandalism by some individuals shows that technical interventions such as installing visual signs alone are not sufficient. Academic evidence shows that approaches involving community education and direct community involvement are far more effective in maintaining the sustainability of tourism facilities [7], [8]. The misuse of tourist destinations remains a serious problem, with some sites being used for activities that are not in line with their recreational function. This situation causes public unrest and damages the image of tourism in Kerinci District in the eyes of tourists.

Efforts to raise awareness of environmental friendliness among the community are an important step in realising smart tourism practices in Kerinci District. One strategic approach is through social media campaigns. Media serves as a persuasive instrument to build collective awareness, both among the community and the government, to be more balanced in promoting tourism potential. Additionally, social campaigns also play a role in enhancing the existence of various forms of tourism that are beginning to degrade, particularly culture- and history-based tourism, so that these values can remain sustainable and preserved for future generations.

The design of a social campaign using an anti-mainstream media approach in Kerinci Regency is aimed at building awareness of smart tourism while strengthening the image of tourism through creative media that is interactive, educational, and persuasive. This effort is expected to complement and improve existing campaign media, while also making a real contribution to the preservation of the region's cultural and historical values.

The structure of this research consists of: Part I Introduction, Part II explaining the theoretical basis, Part III data analysis, Part IV the design process and design results, and finally Part V, which is the conclusion.

2. Data and Methodology

1.1. Data

The data used in this study is a combination of primary and secondary data. Primary data was obtained through field observations, in-depth interviews, and visual documentation. Observations were conducted directly at several tourist attractions in Kerinci Regency, such as Lake Kerinci, Telun Berasap Waterfall, Lake Gunung Tujuh, and a number of cultural and historical attractions. The observation data recorded included the physical condition of tourist destinations, the completeness of facilities, the presence of information boards, environmental cleanliness, and potential hazards that had not been properly addressed (Figure 1).

Figure 1 Observations were conducted directly at several tourist attractions in Kerinci Regency

Furthermore, in-depth interviews were also conducted with various stakeholders, including the Deputy Regent of Kerinci, staff from the Tourism Office, Forestry Police, tour guides, tourist attraction managers, local youth, tourists from outside the region, and tourism activists from Jambi Province. The purpose of the interviews was to obtain diverse perspectives on the state of tourism in Kerinci, the level of public awareness, the role of the government, and the expectations of tourists.

2.1 Methodology

The methodology used in this study is a descriptive qualitative approach with the aim of gaining an in-depth understanding of the phenomenon of tourism in Kerinci Regency from various perspectives. The researchers not only recorded the physical conditions of tourist destinations, but also explored the experiences, understandings, and perceptions of stakeholders through direct interviews. To strengthen the analysis, the researchers used three main methods of analysis:

a. Analysis of 5W+1H (What, Who, Where, When, Why, How)

The What, Who, Where, When, Why, How analysis method is a systematic framework for comprehensively understanding a phenomenon through various fundamental dimensions. In tourism research and social sciences, this method is effective for exploring the context, dynamics, and complexity of destinations, including tourist motivations, visitation patterns, and place characteristics. Its application can be conceptual or empirical [9].

In tourism guide design, this analytical tool is used to identify issues, formulate needs, and develop targeted design strategies. This method enables researchers and practitioners to unravel problems holistically so that tourism guides can be tailored to tourist needs and destination management policies [10].

b. Analysis of S.W.O.T.

The S.W.O.T. (Strengths, Weaknesses, Opportunities, Threats) method is used to map the strategic conditions in the tourism sector of Kerinci Regency. SWOT analysis has proven to be an effective instrument in strategic planning for the tourism sector. A study on the development of a forest-based health tourism development strategy in Gunung Teh National Park and Chongqing Bamboo Forest, China [12]. Similarly, research in Caguanes National Park (CNP), Cuba, shows that strengths and opportunities, such as protected area status and social capital, are more dominant than weaknesses and threats [13].

In the local context, the S.W.O.T. analysis tool has been applied to the tourism sector in Samosir Regency, North Sumatra, resulting in a development strategy based on the region's tourism potential and improvements to supporting infrastructure [14]. Thus, it serves as a scientific basis for formulating social media campaign strategies. This supports the effectiveness of media design, such as posters, infographics, and ambient media, both in digital and print formats, so that tourism promotion in Kerinci District can be carried out in a more targeted, comprehensive, and data-driven manner.

c. Analysis of A.I.D.A.

The AIDA method (Attention, Interest, Desire, Action) is one of the hierarchical effect models in marketing communication designed to systematically organise the persuasive process, starting from attracting the audience's attention, generating interest, arousing desire, to encouraging the desired action. This model has been widely used in various contexts, including tourism and social campaigns, because it is effective in conveying messages. Research on the promotion of Pondok Saung Teduh tourism shows that the strategic application of the AIDA concept can increase the number of visits and provide a more comfortable tourist experience [15].

In the realm of public service advertising, AIDA is also used in the preparation of educational scripts, such as campaigns on the importance of clean water and driving safety, which have been proven to build awareness and encourage behavioural change in the community [15], [16]. The application of the AIDA model in research on persuasive tourism communication in Kerinci Regency is to design a systematic communication strategy, from attracting attention to encouraging concrete actions by the community and stakeholders.

3. Design Process

3.1. Design Concept

The design of campaign media began with a brainstorming process to gather ideas spontaneously, then formulated a basic idea as the focus of the design. The main concept of the campaign was oriented towards education, namely instilling the understanding that tourism is not just a recreational and consumption activity, but also a means of gaining new experiences and knowledge (see Figures 2 and 3).

The campaign visuals are designed to be attractive, communicative, and consistent with the principles of fine art, as well as relevant to contemporary trends. Its implementation is not limited to print media, but is extended to the digital realm through websites and social networks in order to reach audiences more effectively, flexibly, and efficiently.
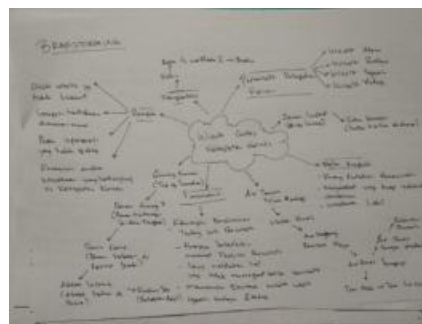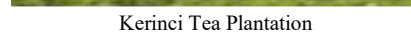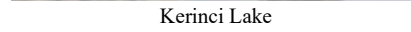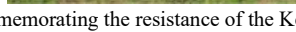

Figure 2 Brainstorming sheet

Figure 3 Basic idea sheet

In general, tourism in Kerinci Regency is still relatively unpopular and has not been optimally managed by the government or the local community, as can be seen in Figure 4.

Gunung Tujuh Lake Climbing Object

Monument commemorating the resistance of the Kerinci community

Muak Cultural Heritage Site

Merangin River Rafting Tour

Kerinci Lake

Pine Tree Tourist Attraction

Tourist Attractions Around Lake Kerinci

Telun Waterfall Tourist Attraction

Kerinci Tea Plantation

Kerinci Mountain

Semurup Hot Springs Tourist Attraction

Depati VII Tourist Attraction

Figure 4 Collection of Photos of Tourist Attractions in Kerinci

3.2. Design Stage

The design methodology began with the development of media for the Kerinci Regency Smart Tourism Social Campaign. Three main forms of media were designed, namely Smart Tourism posters, ambient media, and infographics implemented through the website.

1. Designing Smart Tourism Posters for Kerinci Regency

The poster design began with the selection of relevant illustrative objects, some of which were obtained from visual references and others developed through digital sketches as the basis for the preparation of social media for Smart Tourism in Kerinci Regency.
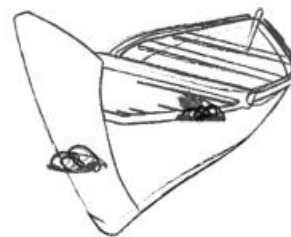
a. Ilustration

The illustration presented is a representation of the facilities and infrastructure that support tourism activities, ranging from the use of effective transportation that suits the geographical location of Kerinci Regency to the equipment that should be used when travelling to Kerinci Regency (see Figure 5).
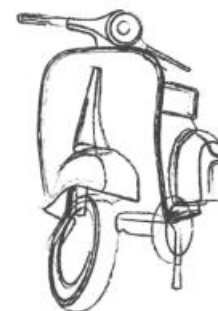

Feet as the most basic means of transport for travelling
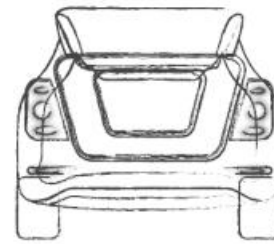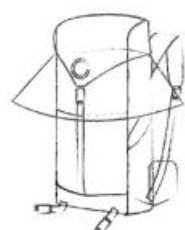

Car

Boat

Motorcycle

Shoes

Backpack

Handphone

Figure 5 Collection of basic concept illustrations representing tourism poster design

Furthermore, the use of cool colours as shown in the image below on the poster is intended to represent the character of the Kerinci Regency, which is synonymous with coolness, given its location in the Kerinci Seblat National Park and the Bukit Barisan area on the island of Sumatra. The colour palette used is dominated by a combination of blue and green with yellow accents as contrasting elements, as shown in Figure 6. The consistent application of these colours aims to strengthen visual identity while maintaining design harmony.
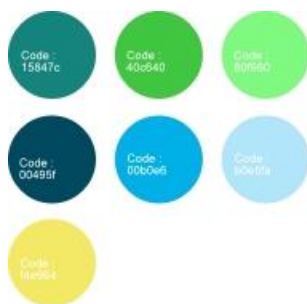

Figure 6 Selected colour palette

b. Typography Studies

The typography chosen is the Sans Serif font (Montserrat). The font was selected based on its high legibility, stability, and robustness. In addition, the Montserrat font has many thickness variants so that it can be used for headlines, subheadings, and body text (see Figure 7).
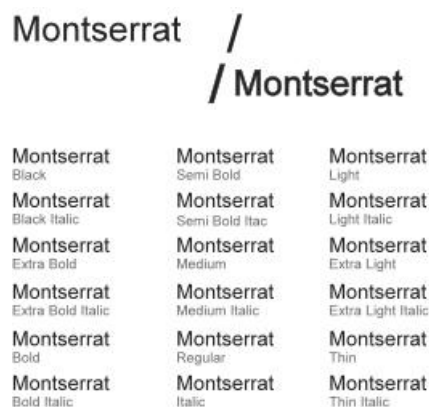

Figure 7 Typography Study

c. Narrative

The narrative placed in the body text of the poster contains definitions of tourism, travel, and tourists. The presentation of this narrative aims to broaden the audience's understanding of the essence of tourism while encouraging public awareness of the importance of smart travel in Kerinci Regency. The following is the narrative used in the Kerinci Regency Smart Travel Social Campaign Poster:

Narrative 1

Tourism plays an important role in bringing about positive effects in a person. After a holiday, they will feel happy, enthusiastic, and more motivated. All these psychological factors can make a person more prepared to do any activity. In addition, through psychological factors, their creativity, innovation, and fighting spirit will increase.

"kumparan.com"

Narrative 2

Tourism is a temporary travel activity from one's place of residence to a destination for reasons other than settling down or seeking livelihood, but rather to satisfy curiosity, spend free time or holidays, and other purposes.

"Koen Meyers"

Narrative 3

Tourism is a journey aimed at obtaining enjoyment, seeking satisfaction, learning something, improving health, exercising, pilgrimage and other purposes..

"James J. Spillane"

Narrative 4

Tourism as an effort to shift activities from manufacturing and other industries that exploit natural resources. The tourism sector is expected to become a mainstay industry that consistently provides employment and benefits the local community..

"James J. Spillane"

Narrative 5

Tourism is defined as a form of temporary departure of a person to a place outside their place of residence. The motivation for departure is due to various economic, social, cultural, political, religious, health or other interests.

"Prof. Hunziker"

Narrative 6

Tourism is a new type of industry that can accelerate economic growth and job creation, increase income and living standards, and stimulate other productive sectors..

"Prof. Salah Wabah"

Narrative 7

Tourism is a journey undertaken by people for a temporary period of time, organised from one place to another, leaving their original location behind. It involves various plans and intentions solely to fulfil a variety of desires.
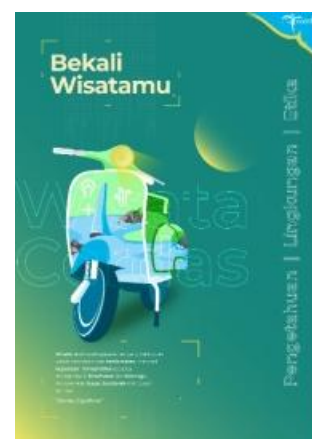
"Richard Sihite"

d. Layout

The layout of the educational poster was created digitally using Adobe Illustrator CC 2017 as the main design tool.

Poster Design Process 1

Poster Design Process 2

Poster Design Process 3

Poster Design Process 4

Poster Design Process 5

Poster Design Process 6

Poster Design Process 7

Figure 8 Poster Design Process Collection

2. Ambient Media Design

The ambient media was designed in the form of Incung script, realised in three dimensions and placed at a number of tourist attractions in Kerinci Regency. Functionally, this media was designed to be interactive through an educational game approach, while its visual aspects remained based on the fine art elements previously applied to the poster design. The Incung sentence structure can be seen in Figure 9.

Figure 9 Sources of Inspiration for Ambient Media Design

This ambient media is sourced from the first and second lines of the image, forming the narrative 'Kerinci, A Piece of Heavenly Land'. The work is placed in a special area, where each syllable can be moved so that it functions as an interactive puzzle-shaped media for visitors [17].

3. Scripture Studies

A study of the Incung script was conducted to ensure that the sentence structure designed in the early stages of graphic design was in accordance with the rules of the script. Several syllables were then transformed into visual elements that represent the poster design (Figure 10).

Syllable 1 (Read as 'ke')

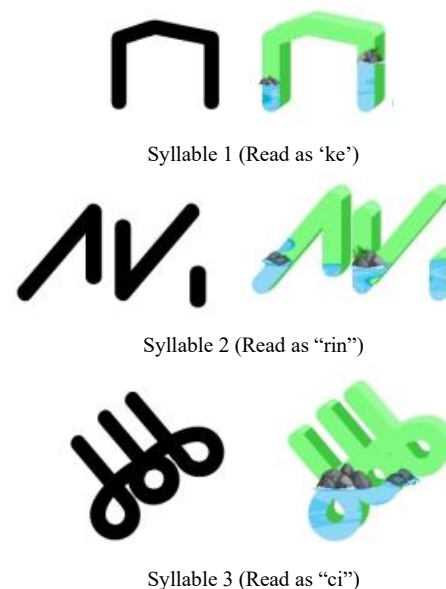Syllable 2 (Read as "rin")

Syllable 3 (Read as "ci")

Figure 10 syllable segments adopted from the Incung script

Figure 11 shows the final version of the completed design, ready for publication and optimal use by the Kerinci authorities. This image can be used as official promotional material to strengthen the image and visibility of regional tourism.
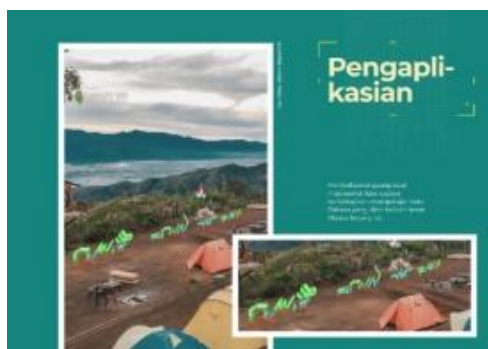

Ambient Visual Media

Application of Ambient Media

Application of Ambient Media

Application of Ambient Media

Application of Ambient Media

Cultural Tourism Infographics

Historical Tourism Infographics

Nature Tourism Infographics

User Interface Website Design (Landing Page)

Figure 11 Final Poster Design Collection

4. Conclusion

Kerinci Regency tourism has rich natural and cultural potential, but its image and management are still less than optimal. This study shows that a graphic design-based social campaign approach can be an effective educational tool for raising public awareness of the importance of smart tourism. Through the use of educational posters, ambient media based on Aksara Incung, infographics, and website interface design, educational messages about tourism as not just recreation but also a learning experience can be conveyed in an attractive, communicative manner consistent with the principles of visual arts.

Furthermore, this study emphasises the importance of integrating local cultural norms into media design, such as the application of Aksara Incung, which is arranged in an interactive and educational manner. The combination of persuasive communication strategies, consistent visual selection, easy-to-read typography, and relevant narratives is expected to not only strengthen the visual identity of Kerinci tourism but also encourage community and visitor engagement. Thus, this social campaign has the potential to increase the visibility, image, and sustainability of tourist destinations in Kerinci Regency.

Author Contribution Statement

C : Conceptualization   *I : Investigation*
M : Methodology   *R : Resources*
So : Software   *D : Data Curation*
Va : Validation   *W : Writing - Review*
Fo : Formal analysis

Author Name	C	M	So	Va	Fo	I	R	D	W
Rizky Alfadly	✓	✓	✓	✓	✓	✓		✓	✓
Dian Fitriarni Sari				✓	✓	✓	✓	✓	✓

Conflict of Interest Statement

The author declares that there is no conflict of interest..

Informed Consent

We have obtained consent based on information from all individuals included in this study.

Data Availability

- The data for this study was collected through interviews with officials, staff and visitors at potential tourist sites in Kerinci Regency. All photographs were taken by the author using a DSLR camera in early 2024.

- Supporting data from this study can be found at pada https://jambiprov.go.id/profil-kerinci.html?utm_source=chatgpt.com
- The design is the original work of the author, created using Adobe Illustrator graphic design software in August 2024. All photographs are the copyright of the author.

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