

## **ABSTRACT**

### **Designing *Web design* in Promotion of Tourism Lake Maninjau West Sumatera**

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This research was motivated by the lack of promotion for tourism lake Maninjau West Sumatra, especially since the water pollution that occurred in Lake Maninjau, so tourists who come relatively reduced even slightly. Lake tourism requires a media campaign as a means of information to be more recognized by people outside the tourist area of Lake Maninjau with the hope of increasing the number of visitors who come to the tourist area of Lake Maninjau West Sumatra. This study aims to: (1) produce a multimedia *web design* products that can improve the attractiveness, participation and information; (2) determine the feasibility of designing a *web design* in promotion and (3) determine the validity, effectiveness and practicalities of designing *web design* in tourism promotion Lake Maninjau West Sumatra.

This research includes the development of research as known as Research and Development (R & D). In the development research of media promotion web-based media design used models Four D (4D). 4D development model is a model developed by S.Thiagarajan, Dorothy S.Semmel. and Melvyn I.Semmel. development. Models 4D comprises four main stages: (1) define (determination of the matter), (2) design, (3) (development), (4) disseminate (spread).

Research and development results showed that the designing of *web design* in promotion Lake Maninjau is excellent. The conclusion was based on the results of validation by media experts and subject matter experts, and field's trials. Research and development results shows that the quality of web-based in promotion Tourism Lake Maninjau was very good. The conclusion was based on the assessment results by media experts and subject matter experts, and the results of field trials. Analyzing data results showed that: (1) the designing of *web design* is very valid, (2) designing *web design* is practical, (3) designing *web design* is Effective.

## **ABSTRAK**

### **Perancangan *Web design* Dalam Promosi Wisata Danau Maninjau Sumatra Barat**

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Penelitian ini dilatarbelakangi oleh masih kurangnya promosi wisata Danau Maninjau Sumatra Barat, terlebih lagi sejak terjadinya pencemaran air yang terjadi di Danau Maninjau sejak satu tahun terakhir sehingga wisatawan yang datang relatif berkurang bahkan sedikit. Wisata Danau Maninjau membutuhkan sebuah media promosi sebagai sarana informasi agar lebih dikenal oleh masyarakat luar kawasan wisata Danau Maninjau dengan harapan meningkatkan jumlah pengunjung yang datang ke kawasan wisata Danau Maninjau Sumatra Barat. Penelitian ini bertujuan untuk: (1) menghasilkan produk multimedia *web design* yang dapat meningkatkan daya tarik, partisipasi, dan informasi; (2) mengetahui kelayakan perancangan *web design* dalam promosi dan (3) mengetahui validitas, praktikalitas dan efektivitas perancangan *web design* dalam promosi wisata Danau Maninjau Sumatra Barat.

Penelitian ini termasuk jenis penelitian pengembangan atau dikenal *Research and Development* (R&D). Dalam penelitian pengembangan media promosi berbasis *web design* digunakan model pengembangan *Four D* (4D). Model pengembangan 4D merupakan model pengembangan yang dikembangkan oleh S.Thiagarajan. Dorothy S.Semmel. dan Melvyn I.Semmel. Model pegembangan 4D terdiri 4 tahap utama yaitu(1) *define* (penentuan materi), (2) *design* (perancangan), (3) *develop* (pengembangan), (4) *disseminate* (penyebaran).

Hasil penelitian dan pengembangan menunjukkan bahwa perancangan *web design* dalam promosi wisata Danau Maninjau sangat baik. Kesimpulan tersebut didasarkan pada hasil validasi oleh ahli media dan ahli materi, serta uji coba lapangan.Hasil penelitian dan pengembangan menunjukkan bahwa kualitas media *web design* dalam promosi wisata Danau Maninjau Sumatra adalah sangat baik. Kesimpulan tersebut didasarkan pada hasil penilaian oleh ahli media dan ahli materi, serta hasil uji coba lapangan. Hasil analisis data menunjukkan bahwa: (1) perancangan *web design* sangat valid,(2) perancangan *web design* sangat praktis, (3) perancangan *web design* dikategorikan efektif.