



DESIGN AND DEVELOPMENT OF PROMOTIONAL MEDIA FOR MAHI : MAKAN APA HARI INI? VOL.3 AT ARTOTEL BATAM USING THE MULTIMEDIA DEVELOPMENT LIFE CYCLE METHOD

Background

MAHI (Makan Apa Hari Ini?) is a lunch program at Eatspace, Artotel Batam. The gap between program volumes caused some audiences to perceive that the program had ended. Therefore, promotional media are needed to reintroduce MAHI Vol. 3, communicate program information, and attract audience attention.

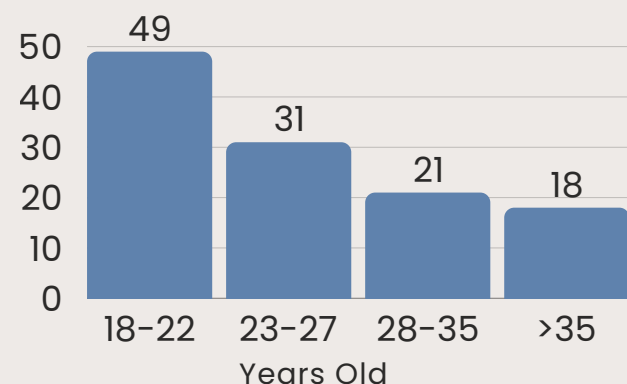
Objective

To design promotional media for MAHI: Makan Apa Hari Ini? Vol. 3 at Artotel Batam using the Multimedia Development Life Cycle (MDLC) method and evaluate its effectiveness based on the AIDA model.

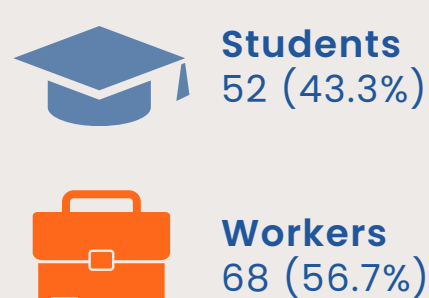


Data Highlight

Age of Respondents



Occupation



Platform Seen the Promotion



Methodology

Research Method :

- Quantitative Descriptive

Development Method :

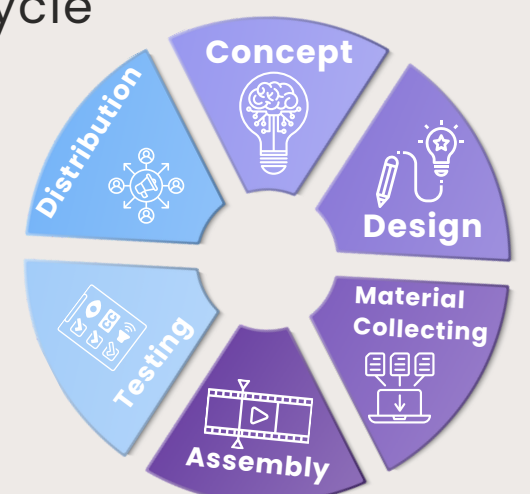
Multimedia Development Life Cycle

Data collection :

- Observation
- Interview
- Questionnaire
- Sample: 120 respondents

Evaluation :

- AIDA Model



Key Insights

Expert Validation Material

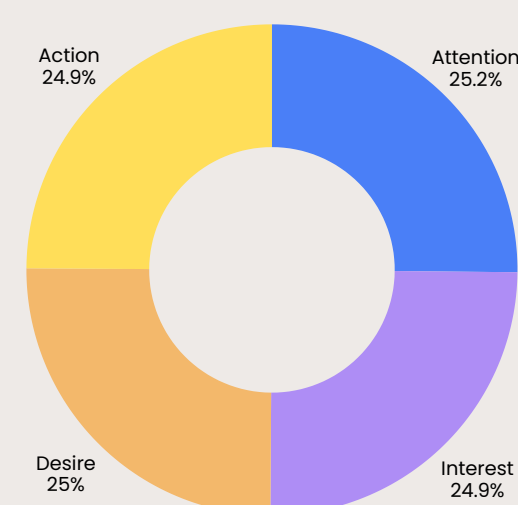
97.1%

Expert Validation Media

70%

72.5%

AIDA Effectiveness



Attention	4.93
Interest	4.89
Desire	4.90
Action	4.88

Conclusion

The developed promotional media is considered feasible and aeffective in attracting attention, generating interest, creating desire, and encouraging audience action toward the MAHI Vol.3 program at Artotel Batam.