

ABSTRACT

Media Planning of Visual Communication of Tobato Vapor to Gain Vaporizer Attractiveness in Yogyakarta

The growth of cigarette industries have become a part of nation's history and society culture in Indonesia, particularly *Kretek* as commodity based on tobacco. However, cigarettes include addictive ingredients (increasing addictiveness gradually), and if consumed will threat one's and everyone's health such as Cancer, Heart attack, Impotent, Bronchitis chronic, Emphysema, disorders of pregnancy and others deadly illness.

Stop smoking means stop the addition of nicotine amount in one's body. One of effective way to stop smoking is by using Nicotine Replacement Therapy (NRT). In Indonesia, there is an association named Asosiasi Personal Vaporizer Indonesia (APVI), which includes electric smoking user and its particular needed tools. The objective of APVI is not only to make electric smoking used as helping way for anyone who wants to stop smoking cigarettes but also as an alternative for some who already addict to nicotine. There are several researches which suggest vapor as one of the best path to help people to stop smoking cigarettes. Besides, the ingredients listed in vapor is way safer compared to cigarettes if consumed daily.

However, common society in Indonesia still has no understanding towards vapor. At this point, researcher's goal is to promote visual communication in order to increase awareness of vapor instead of smoking cigarettes. The practical promotions of visual communication are making a Logo, as a brand identity in a store named "Tobato Vape", lecturing the benefits of vapor instead of cigarettes, stating the price list of vapor, having neon box as visual advertising, billboard, sign system, and few of supporting merchandise such as pins, mugs, key holders and stickers.

To promote Visual Communication in Tobato Vape, in this research researcher used qualitative research method through in deep interview since in data gathering the results will be more accurate. This research also supported by SWOT theory and Surianto Rustan theory in his book of Logo Designing in order to develop an understanding for researcher of Logo making and others promotion media to create a brand of Tobato Vape by using Visual Communication perspective.

Keywords: cigarettes, vapor, visual communication promotion, branding, qualitative method\