

ABSTRAK

M Adzim Romadhon, 2025. **Perancangan Media Promosi PT Tiara Kurnia Kampanye Penggunaan Pupuk Organik Di Desa Bringin Kecamatan Wajak Kabupaten Malang.** Tugas Akhir, Program Studi Desain Komunikasi Visual (S1), Universitas Bhinneka Nusantara, Pembimbing: Rahmat Kurniawan.

Kata kunci: pupuk organik, media promosi, pertanian berkelanjutan

Penggunaan pupuk kimia secara berlebihan dalam sektor pertanian telah menimbulkan berbagai dampak negatif terhadap lingkungan dan kesuburan tanah. Penelitian ini bertujuan meningkatkan penggunaan pupuk organik di Tengah maraknya penggunaan pupuk kimia di kalangan Masyarakat. Metode yang digunakan dalam perancangan ini yaitu Design Thinking meliputi Empathize, Define, Ideate, Prototype, Test guna memahami kebutuhan audiens serta karakteristik media yang tepat sasaran. Hasil dari perancangan ini berupa booklet yang dikemas secara visual komunikatif dan persuasif guna menciptakan kampanye yang menarik minat petani untuk beralih ke pupuk organik. Berdasarkan hasil pengujian ahli media 77%, uji coba materi 95%, uji responden 82% dapat disimpulkan booklet ini layak digunakan untuk media kampanye PT Tiara Kurnia untuk meningkatkan kesadaran dan perubahan perilaku dalam praktik pertanian yang ramah lingkungan menggunakan pupuk organik.

ABSTRACT

M Adzim Romadhon, 2025. **Promotional Media Design for PT Tiara Kurnia's Campaign for the Use of Organic Fertilizer in Bringin Village, Wajak District, Malang Regency.** Final Project, Visual Communication Design (S1), Universitas Bhinneka Nusantara, Advisor 1 : Rahmat Kurniawan,

Kata kunci: Organik fertilizer, promotional media, sustainable agriculture.

The excessive use of chemical fertilizers in the agricultural sector has caused various negative impacts on the environment and soil fertility. This study aims to promote the use of organic fertilizers amidst the widespread use of chemical fertilizers among the public. The design method used in this project is Design Thinking, which includes the stages of Empathize, Define, Ideate, Prototype, and Test to understand the audience's needs and determine the most effective media characteristics. The result of this design is a booklet packaged in a visually communicative and persuasive manner to create a campaign that attracts farmers' interest in switching to organic fertilizers. Based on the evaluation results 77% from media experts, 95% from material testing, and 82% from user responses it can be concluded that this booklet is feasible to be used as a campaign medium by PT Tiara Kurnia to increase awareness and encourage behavioral change toward environmentally friendly agricultural practices using organic fertilizers.