

## XOG 3 EVENT PROMOTION MEDIA DESIGN IN BUKITTINGGI CITY

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### ABSTRACT

The promotional media design for the XOG 3 event was used to build an image as a means of strengthening solidarity between communities of Yamaha Xmax motorbike users throughout Indonesia. Organizing the XOG 3 event can promote the City of Bukittinggi as the host of the XOG 3 event in the City of Bukittinggi, thereby providing an overview of the thoughts, feelings, associations and expectations that come from Yamaha Xmax users throughout Indonesia. By using the S.W.O.T analysis method, an image is obtained that is relevant to the design of promotional media for the XOG 3 event in Bukittinggi City, namely XOG 3 with the title "Badunsanak Salamonyo", which can remind the target audience of Bukittinggi City when they hear that word. With the aim of designing promotional media for the XOG 3 event in Bukittinggi City, it is hoped that it will create an identity that is very close to the City of Bukittinggi so that it gives a feeling of pride to the people who live in Bukittinggi City, improves the community's economy, and can differentiate Bukittinggi City from other cities. With the results of designing promotional media for the XOG 3 event, it can help event designers for the XOG 3 event as a tourism promotion media for the City of Bukittinggi in order to increase tourism visits and improve the community's economy as a tourism city that presents nature, history, culinary and culture in the City of Bukittinggi.

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## 1. INTRODUCTION

The widespread use of motorcycles in Indonesia has prompted some individuals to establish motorcycle communities. The idea of a motorcycle community or association first emerged in Indonesia through the Indonesian Motorcycle Association (IMI). On March 27, 1906, *the Javasche Motor Club* was founded, headquartered at Jalan Bojong 153-156, Semarang. During its development under the Dutch East Indies government, the community changed its name to *Het Koningklijke Nederlands Indische Motor Klub* (KNIMC). After independence, the KNIMC was fully taken over by the Indonesian government in 1950 and renamed the Indonesian Motorcycle Association (IMI), headquartered in Jakarta. The birth

of this first motorcycle community or club in Indonesia became a catalyst for the formation of other motorcycle communities that exist in Indonesia to this day. (<http://imi.co.id/imi/organisasi>. .on April 29, 2020 at 12:24 WIB.

*Xmax Owner Tour and Gathering (XOG)*, is a forum for Yamaha Xmax motorcycle owners to gather and strengthen solidarity between communities or Xmax motorcycle users throughout Indonesia who want to participate in *the Xmax Owner Tour and Gathering (XOG)*. The formation of *the Xmax Owner Tour and Gathering (XOG)* in 2019, which was initiated by several communities or Xmax motorcycle users to gather in Pangandaran, West Java, which was attended by around 300 Xmax motorcycle owners throughout Indonesia. The time at the Pangandaran event was declared as an annual event for Xmax motorcycle owners to gather in an area that aims to foster friendship and introduce local tourism.

At the time of the event in Pangandaran *Xmax Owner Tour and Gathering (XOG)* determined the next annual event will be held as the implementer of XOG 2 in Yogyakarta. At the time of the XOG 2 event in Yogyakarta, it was attended by around 850 participants, who came from Sabang to Merauke. Yamaha Xmax users throughout Indonesia who attended the XOG 2 event in Yogyakarta with great enthusiasm. The city of Yogyakarta on that day was filled with a sea of communities and Yamaha Xmax users throughout Indonesia who attended the XOG 2 event in Yogyakarta. At the XOG 2 event in Yogyakarta, the next annual event was scheduled to prepare the area that would host the next XOG 3, namely the designated city that would then host the annual XOG 3 event.

The cities recommended as hosts for the XOG 3 event are Bandung, Medan, Makassar, Surabaya and Bukittinggi. After the selection of the next city to be the host, it was narrowed down to two selected regions, namely Bandung and Bukittinggi. After a tough selection, Bukittinggi was finally chosen as the host of XOG 3. *The National Xmax Owner Tour and Gathering XOG 3*, appointed the Xmax Owner community of Sumatra Ranah Minang Chapter XOS as the person in charge of the annual event. It was established in Bukittinggi City as a form of concern for government policies, especially the economic sector, reviving tourism and MSMEs in the West Sumatra region. The activity began with the "XOG 3 Jam Gadang Rally 2023" with participants from all XOG 3 members throughout Indonesia who will *start touring (Rally)* from their respective regions to finish in Bukittinggi City.

Bukittinggi City Tourism is a concept that combines environmental, historical, culinary, and cultural aspects into a tourism management concept by adding aspects of community participation. Bukittinggi City Tourism is sustainable tourism based on ecological principles and sustainable development theory. It aims to conserve natural resources, especially biodiversity, and maintain the sustainable use of natural resources, both of which provide ecological experiences to tourists, conserve the ecological environment, and obtain economic benefits. Bukittinggi City Tourism is an environmentally friendly tourism activity that adopts the principles of sustainable tourism. Therefore, Bukittinggi City Tourism is a form of tourism industry that has a minimal impact on environmental damage but can create job opportunities and support conservation activities itself. However, public awareness of the environment in Indonesian cities to support sustainable tourism activities is still low. Therefore, efforts must be made to increase public awareness of the environment and sensitivity to the surrounding culture.

The development of Bukittinggi City Tourism is also supported by the great awareness of the community, especially the younger generation, towards the condition of the surrounding environment, marked by the emergence of various motorized vehicle user communities, namely the Xmax Owner Sumatera Ranah Minang Chapter (XOS) which pays attention to the preservation of history, culture, and the environment in which they live. The Xmax Owner Sumatera Ranah Minang Chapter (XOS) motorized vehicle user community helps in promoting Bukittinggi City tourism in every *tour* to the islands of Java, Bali and Lombok. The emergence of the Xmax Owner Sumatera Ranah Minang Chapter (XOS) motorized vehicle user community is very much needed to introduce new tourist attractions to the general public, because not many people can know the potential of new tourist attractions, especially in Bukittinggi City. With the existence of the Xmax Owner Sumatera Ranah Minang Chapter (XOS) motorized vehicle user community, it is easier for people to get the experience of nature, history, culinary and culture tourism in Bukittinggi City.

Based on the description above, the researcher feels the need to conduct research on how the Xmax Owner Sumatera Ranah Minang Chapter as the host of the XOG 3 *event* plans *the events* that will be offered while promoting tourism and culture in Bukittinggi City to the community or Yamaha Xmax motorcycle users throughout Indonesia who will attend the annual XOG 3 event in Bukittinggi City. The design of the promotional media for the XOG 3 *event* is to research, study, and analyze the planning of the XOG 3 *event* in Bukittinggi City in order to increase tourism visits and improve the community's economy as a tourism city that presents nature, history, culinary and culture in Bukittinggi City.

## **2. Method**

### **Method of collecting data**

The method used is observation. Observation is an activity using the five senses, whether sight, smell, or hearing, to obtain information needed by researchers to answer problems. In the form of activities, events, incidents, objects, certain conditions or atmospheres, and a person's emotional feelings. The type of observation used is non-participant observation, which works by researching directly on the spot without carrying out activities carried out by informants and observing objects to obtain information. Observations were carried out in Bukittinggi City as the venue for the XOG 3 *event*. Observations were made in all aspects, starting from economic aspects, population behavior, culture, and so on. The observations carried out functioned to deepen the character of the promotional media design for the XOG 3 *event* in Bukittinggi City, observing community life, local government, economy, culture, and so on.

The interview was conducted with the chairman of the XOG 3 *event* committee, Mr. Erwin Umar. The interview was conducted to obtain information about the Design of Promotional Media for the XOG 3 *Event* held in Bukittinggi City as the host of the XOG 3 event. With the XOG 3 *event* in Bukittinggi City, Yamaha Xmax users throughout Indonesia who are present in Bukittinggi City can promote tourism and increase the economic income of the community around the event *and* those in tourist attractions. Researchers obtained information about the XOG 3 *event* in Bukittinggi City by taking some visual data to be used as ideas for designing logos and other supporting media that are considered necessary to be designed.

## Data Analysis Methods

### a. Positioning Strategy

The initial stage in designing promotional media for the XOG 3 *event* is to review the brand positioning of Bukittinggi City which is known through SWOT analysis. It has been found that the brand positioning of Bukittinggi City is "Bukittinggi City is a city that has strong environmental, historical, culinary and cultural aspects" Based on the brand positioning, the brand that will be highlighted is Bukittinggi City is a city that has a beautiful panorama that can spoil the eyes like heaven if you see it and has a culture, history, culinary that other cities in West Sumatra do not have.

### b. Verbal Strategy

This verbal strategy concept is expected to help convey the imagery to be conveyed through the promotional media design for the XOG 3 *event* in Bukittinggi City. The strategy used is to design visual communication media that represents the spirit of Bukittinggi City, so that when seen by the target audience, they will immediately imagine Bukittinggi City.

### c. Visual Strategy

The visual strategy concept for this design utilizes a modern style while still highlighting elements of Bukittinggi. Historical colors will be used to create an elegant impression and strengthen Bukittinggi's image as the venue for the XOG 3 *event* . Typography will be characterized by modern fonts.

## 3. DISCUSSION

According to Shone and Parry (Noor, 2013:8), *an event* is an activity held to commemorate important things throughout human life, either individually or in groups related to customs, culture, traditions and religion, which is held for a specific purpose and involves the community environment held at a specific time. Likewise, in the planning stage of an *event*, according to Shone and Parry (Noor, 2013:140), there are several basic questions that must be answered to facilitate *the event* to run smoothly, namely:

- a. Why should this event be held?
- b. Who will be involved in the event organization process?
- c. What information or research is needed to make decisions about holding an event?
- d. What information is needed to carry out this activity?
- e. How will event 3 be organized?
- f. Where will the event be held?
- g. When will the event be held?

The success of an *event* can be measured by the number of visitors who attend, but a small number of *visitors* doesn't necessarily mean *it* 's unattractive. According to Philip Kotler (2009, 5), marketing is identifying and meeting human and social needs. One good and concise definition of marketing is "meeting needs profitably." Good marketing is about proper planning and execution.

Marketing is not only an art, but also a science. Essentially, marketing is not just about selling or promoting something. Rather, it is a concept that involves a mental attitude, a way of thinking that guides someone to do something that doesn't always sell objects but can also sell ideas, careers, places (tourism, homes, industrial sites), laws, services (transportation, flights, etc.), entertainment (shows, competitions), and non-profit activities such as social and religious foundations (Kasali, 2001:51). A factor that can cause a lack of visitors is poor marketing for the *event*. Therefore, a marketer must also truly understand the ins and outs of marketing an *event* (Noor, 2009:90). The media planning process consists of four steps (Morrison, 2010:181-232), namely:

- a. Identifying the target media ( *target audience* ) At this initial stage, what must be known is who, where, and how big *the target audience is*.
- b. Determine the media objectives. Next, you need to know the message's reach and desired target reach, the number of message frequencies and the effective frequency of the message to be delivered, the distribution of received frequencies, and the media's weight.
- c. Establishing a media strategy. In establishing a media strategy, a marketer must be able to determine the most appropriate media to use, schedule media, place media, and calculate costs.
- d. Establish a media schedule. The purpose of establishing this schedule is to arrange the timing of various promotional activities to coincide with the highest potential purchasing times, thereby minimizing budget wastage.

The creation method used in this design is the SWOT method which consists of 4 main stages, namely Strengths, Weaknesses, Opportunities, and Threats.

a. Strengths

This definition stage is a part of determining the needs in the process of designing promotional media for the XOG 3 event in Bukittinggi City, namely the logo as the identity of the XOG 3 *event*, as well as collecting various information related to problems, creative ideas and work concepts developed by the designer in carrying out the creation.

b. Weakness

Attention and improvement are needed in terms of infrastructure, city identity and promotion to create promotional media for the XOG 3 *event* in Bukittinggi City as a Tourism City with an image of a natural panorama, history, culinary and cultural area.

c. Opportunities

This stage involves developing the predetermined design into a logo for the promotional media design for the XOG 3 *event* in Bukittinggi City, which focuses on the identity or icon of Bukittinggi City as a tourist destination. The logo design for the XOG 3 *event* in Bukittinggi City that the author will be working on will also use applications such as Adobe Illustration.

d. Threats

*At this stage, the promotional media design for the XOG 3 event in Bukittinggi City was disseminated as brand awareness for Bukittinggi City in several media such as billboards, banners, videotrons, promotional videos, brochures, t-shirts, name tags, stickers, welcome signs, photoboards, hats, bracelets, key chains, bags, umbrellas and social media such as Instagram and Facebook.*

**Logo**

A logo functions as an identity that represents the image of an *event* in the eyes of the audience in visual form.



Gambar 1. Logo Event Xog 3

Philosophy Logo Event XOG 3



Figure 1. a. Big Clock Icon

a. Big Clock

The icon of Bukittinggi City as a historical tourism center and the venue for the XOG 3 event in Bukittinggi City.



Figure 1. b. Minang Dancer Icon

b. Minang dancer/Pasambahan dance

The icon of the Minang dancer or Pasambahan dance depicts the Minangkabau culture in Bukittinggi City and is a dance of respect as a form of respect for the guests who attended the XOG 3 event in Bukittinggi City.



Figure 1. c. Sumatra Map Icon

c. Map of Sumatra

Sumatra Map Icon as the route or location of the XOG 3 event held in Bukittinggi City.



Figure 1. d. Tree Icon

d. Trees

The Tree icon depicts the location of the XOG 3 event in Bukittinggi City as a cool and natural event city.



Figure 1. e. Icon Yamaha Xmax

e. Yamah Xmam

The Yamaha Xmax motorcycle icon is a place for Yamaha Xmax motorcycle owners to gather and socialize between communities or Yamaha Xmax motorcycle users throughout Indonesia who want to participate in the XOG 3 event in Bukittinggi City.



Figure 1. f. Speedometer Icon

f. Speedometer

The Speedometer icon functions as a vehicle speed determinant so that Yamaha Xmax motorbike users and the Xmax Community attending the XOG 3 event *in* Bukittinggi City prioritize *safety riding*.



Figure 1. g. Red and White Flag Icon

g. Red and White Flag

The red and white flag icon represents the spirit of fostering friendship between Yamaha Xmax users throughout Indonesia who will attend the XOG 3 event *in* Bukittinggi City from Sabang to Merauke.



Figure 1. h. XOG 3 Font Selection

h. Font XOG 3 (*Xmax Owner Tuor and Gathering*)

The XOG 3 font selection uses *Ethnocentric* and *Aero* fonts because they have bold characters, are easy to read, and represent the *sporty* and *elegant* XOG 3 event .



Gambar 1. i. Tagline *Event* XOG 3

i. Tagline Event XOG 3

The tagline for the XOG 3 *event* is a reminder to foster camaraderie, promote Bukittinggi City, and establish the XOG 3 *event* in Bukittinggi City. "Badunsanal Salamonyo" has its own meaning, meaning eternal brotherhood within the Yamaha Xmax community or users throughout Indonesia.

### Promotional Videos

Useful for promotional media for the XOG 3 *event* which will be designed in the form of audio-visual promotions that will attract more audiences to attend and enliven the XOG 3 event *in* Bukittinggi City.





Figure 2. Xog 3 Event Promotion Video Clip

### **Videotron**

A videotron is a medium that displays videos using light-emitting diodes (LEDs). LEDs are a type of lighting that uses semiconductors to convert electricity into light. Videotrons are typically used outdoors as signage or to display advertisements.



Figure 3. Videotron Screenshot of Xog 3 Event Promotion

### **Billboard**

A billboard is a paid outdoor advertising poster or promotional display, falling under the category of out-of-home (OOH) advertising. Typically, billboards are installed or placed high up and are large in size.



Figure 4. Billboard as an Outdoor Promotional Media  
Event Number 3

## Banner

Banners are a medium for conveying specific information aimed at the general public. This information is packaged in short, clear words and sentences for easy comprehension. Banners are a medium for both informing and promoting an *event* .



Figure 5. Banners as Indoor Promotional Media  
Event Number 3

## Brochure

A brochure is a small booklet, or folded piece of paper, that provides brief details about a promotion. Brochures typically contain illustrations and are designed to be eye-catching and easy to read. A common brochure style is a single sheet, often folded in thirds to fit into an envelope.



Figure 6. Promotional and Information Media Brochure  
Event Number 3

## T-shirt



Figure 7. Xog 3 Event Committee T-shirts

### **Name Tag**



Gambar 8. *Name Tag* Panitia Event Xog 3

### **Welcome Sign**



Gambar 9. *Welcome Sign* Event Xog 3

### **Photoboard**



Gambar 10. *Photoboard* Event Xog 3

**Merchandise**

a. T-shirt



Figure 11. T-Shirt

b. Hat



Figure 12. Hat

c. Bracelet



Figure 13. Bracelet

d. Pin



Figure 14. Pin

e. Keychain



Figure 15. Keychain

f. Umbrella



Picture 16. Umbrella

g. Tas



Figure 17. Bag

## h. Sticker



Figure 18. Sticker

The results of the work created in this design are considered to have sufficiently conveyed the XOG 3 *event* held in Bukittinggi City as a tourism promotion and increase the economic income of the people in Bukittinggi City. The graphic design uses various superior icons that are suitable for conveying the image that will be conveyed to the audience. The XOG 3 *event* in Bukittinggi City as one of the tourism cities itself is conveyed visually in the form of a logo that implements the image of Bukittinggi City itself. Then it is conveyed through a 7-minute promotional video containing a picture of the welcome from the Deputy Governor of West Sumatra, the Mayor of Bukittinggi, the Regent of Agam, the Commissioner of the West Sumatra Regional Police (XOG 3 Advisor), the Chairperson of the XOG 3 Executive Committee and several representatives of the Yamaha XMAX community throughout Indonesia along with promoting the beauty of Bukittinggi City as the venue for the XOG 3 *event*. This promotional video is expected to attract tourists to come to visit and even vacation in Bukittinggi City.

The XOG 3 *event* in Bukittinggi was also promoted through various other media, including clothing items intended for all ages, deemed suitable as souvenirs or gifts, as they are a basic human need and must be used every day. There were also hats, key chains, bracelets, pins, umbrellas, and more.

#### 4. CONCLUSION

Currently, various types of *events designed* to promote tourism have become a tourism potential that is no less attractive than other tourist destinations. The XOG 3 *event*, as a tourism promotion that utilizes cultural potential, has a richness of value and uniqueness that can attract tourists to visit the destination. Visiting not only provides entertainment but also provides an experience and educational space for tourists. This situation is widely implemented in various regions in Indonesia, where the XOG 3 *event* serves as an attraction to increase tourist visits, both domestic and international, and also as a strategy to promote tourism in certain areas. The development of the tourism sector and the welfare of residents around tourist locations are two things that are reciprocally interconnected. The more tourists visiting a tourist destination, the more benefits and support the development of local businesses, including improving the welfare of local residents. Conversely, the presence of local residents is also a special attraction for tourists.

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