

XOG 3 EVENT PROMOTION MEDIA DESIGN IN BUKITTINGGI CITY

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Article Info

Article history:

Received February 8 , 2026

Revised February 16 , 2026

Accepted February 17 , 2026

Keywords:

*Design, Promotional Media,
Xog 3 Event, Bukittinggi
City*

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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