



e-ISSN 2798-8260



Jurnal ISO: Jurnal Ilmu Sosial, Politik dan Humaniora Vol: 4, No 1, 2024, Page: 1-14

## Visual Communication In Tourism Development (Study on Curug Cay Waterfall Tourism, Bukit Village, Semidang Lagan District, Central Bengkulu Regency)

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DOI:

<https://doi.org/10.53697/iso.v4i1.1658>

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Received: 03-06-2024

Accepted: 04-06-2024

Published: 11-06-2024



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**Abstract:** This research aims to determine visual communication in tourism development in Bukit Village, Semidang Lagan District, Central Bengkulu Regency. Data collection techniques were carried out using interviews with research informants. The informant in this research was 1 informant, namely the social account manager for the Curug Cay waterfall. The data analysis technique uses qualitative descriptive analysis which consists of data reduction, presentation and conclusions. The research results show that visual communication in tourism development in Bukit Village, Semidang Lagan District, Central Bengkulu Regency is seen based on the Aesthetic Theory according to Dake (2015:98) which consists of Disambiguity and Meaning, Control of Direction, Tension, Unity and Realism. It can be seen that the visual communication carried out by Bukit Village in promoting the Curug Cay waterfall tourist attraction is through social media such as Facebook, Instagram and TikTok. In creating content, there are many things that must be considered, such as strategies for taking interesting pictures and videos so that they attract people's attention to visit the Curug Cay waterfall tourist spot.

**Keywords:** Communication, Visual, Tourism

### Introduction

In this modern era of life, economic growth is accelerating by the trade and tourism sectors, many areas in the field have an attraction to be managed and made into attractive and profitable tourist attractions. The tourist area was built with the aim of attracting tourists and even foreign and local investors to invest which of course will be very profitable, especially for the community around the tourist area.

At this time the development of tourism potential in each region began to be launched, as if it was competing, each region began to introduce and market its areas that have tourism potential to the wider community to be recognized with the aim of becoming one of the sources of regional income. The tourism sector is now being developed more optimally, both in terms of procurement of infrastructure facilities or in terms of promotion than a few years ago, so this is done not without reason, because success in

introducing and promoting a tourist area will certainly be a very large and valuable investment value for the area for the future.

Visual communication as a visual language in the multimedia era now cannot be separated from its role in information exchange and communication. Audiences are now exposed to a variety of visual content that is expected to convey messages and leave an impression. Visual communication is chosen as a means of conveying messages because 70% of the total human sensory receptors are processed visually through the eyes which are then processed to the brain (Few, 2006). The presence of visual communication products is increasingly vital for a variety of purposes, one of which is to re-communicate traditional cultures that have noble values but are now starting to be forgotten due to the erosion of changing times.

Tourism is one of the strongest attractions for a region. Each region is competing to create tourist destinations that can attract tourists to visit. In addition, the tourism sector also provides a large multiplier effect and dignity value for the community, such as creating new jobs and reducing unemployment (Hadiwijoyo, 2012). Stimulating the development of tourism villages in Bengkulu, the Bengkulu Provincial Government through the Tourism Office held a tourism village competition at the Bengkulu Province level, so that villages that have objects and potential for tourist visits can develop tourism villages.

Bengkulu Province has a diversity of tourist attractions and has a lot of natural beauty in the areas of Bengkulu Province to be used as a tourist attraction for the Bengkulu community or outside the Bengkulu province. Among them is a tourist attraction in Bukit Village, Semidang Lagan District, Central Bengkulu Regency, which has a lot of natural tourism potential and has the attraction of being visited by many tourists. The distance is also not far, about 25 km from Bengkulu city with a distance of 45 minutes. This village was inaugurated on December 14, 2020 and was formed based on Law No. 60 of 2020 which is the Determination and Affirmation of Village boundaries in Semidang Lagan District, Central Bengkulu Regency. The population of Bukit Village, Semidang Lagan Subdistrict, Central Bengkulu Regency in 2020 is 887 people consisting of 474 male souls, and 413 female souls, based on data from the Central Bengkulu Regency Statistics Agency (BPS). The topography of this village is mostly lowlands, to mountains. It is not surprising that this village has begun to be recognized and visited by many national tourists. (<https://bengkulutengahkab.bps.go.id/>). One of the attractions known to the people of Bengkulu is Curug Cay waterfall.



**Figure 1.** Curug Cay Waterfall Tourism In Bukit Village

Initial observations show that Curug Cay waterfall in Bukit Village is a location that can be developed to become an alternative tourist destination in Central Bengkulu Regency. This can be seen from the enthusiasm of people from outside Bukit Village who visit to enjoy the atmosphere of Curug Cay waterfall in Bukit Village during holidays. On the other hand, it is quite unfortunate that tourist visits to Curug Cay waterfall in Bukit village are only crowded during the holiday season. This needs to be considered considering that in changing people's perceptions about tourist sites, a good destination branding process is needed.

Currently, the promotion carried out by the Curug Cay waterfall manager in Bukit village is still very minimal, it is still limited to information by word of mouth and also on Facebook, information on the existence of Curug Cay waterfall in Bukit village is also only known by the community around the village and part of the Bengkulu city community and is not yet known by urban communities such as Bengkulu city and other regencies in Bengkulu Province. This is because there has been no promotion for Curug Cay waterfall and will certainly be very detrimental. Moving on from these problems, it is deemed necessary to design a promotional tour of Curug Cay waterfall in Bukit Village, Semidang Lagan District, Bengkulu Tengah Regency through visual communication media. So that the promotions that are made later can be effective, right on target.

## Methodology

This type of research is qualitative research with descriptive methods. This research tries to solve problems by describing the problems that occur. This is based on the consideration that the research wants to understand, examine, in depth and explain it in this paper regarding the development of functional employees as well as the problems found and the way out in order to create optimization of the implementation of good government duties that are efficient and effective. Because of this purpose, it is relevant if this research is conducted using a qualitative approach.

The opinion of Bogdan and Taylor (in Moleong: 1998: 2) explains that “Qualitative research as a research procedure that produces descriptive data in the form of written or oral words from people or behaviors that can be observed”.

## **Result and Discussion**

### **A. Disambiguity and Meaning**

According to Dake (2015:98) in Aesthetic Theory, the emphasis is always on differences in interpretation that cause the message to be ambiguous. However, a good visual message is judged by whether the visual message can be interpreted with low or no ambiguity among the communicants. Disambiguity and meaning are assessed from several aspects as follows: the communicant understands the basic visual communication elements, the communicant recognizes the incorporation of the basic visual communication elements into the image of the object that the communicant recognizes, and the communicant understands the overall meaning of the visual communication message conveyed.

The results of interviews conducted with Mr. Rakes Yoga Pratama as the manager of the Curug Cay waterfall social account and also the Curug Cay tourism manager related to what Bukit village did in tourism development in visual communication on social media accounts, he said:

“Visual communication in the development of tourist villages is carried out by promoting existing tours in the Bukit tourist village, one of which is the famous tourist attraction in Bukit village is Curug Cay waterfall, in the development of Curug Cay waterfall tourism we do promotion or visual communication through faceebook, Instagram, tiktok accounts.” (Interview dated May 19, 2024).

Furthermore, Mr. Rakes Yoga Pratama also explained with the results of the interview:

"In creating content in Bukit village, we create content related to Curug Cay waterfall, the content created will be focused on Curug Cay waterfall by taking videos or pictures that show the beauty of Curug Cay waterfall and the beautiful natural environment around the Curug Cay waterfall tourist attraction. To promote this tour, we create content that will be uploaded through social media accounts such as Instagram, TikTok, and Facebook, specifically for Facebook, we created a grub on Facebook, namely the Curug Cay community which aims to promote Curug Cay waterfall tourism to the entire community so that people are interested in visiting Curug Cay natural attractions “. (Interview dated May 19, 2024)

Based on the results of these interviews, it can be concluded that in carrying out visual communication aimed at promoting tourism in Bukit Village, the village head together with community leaders promotes through social accounts such as Instagram, Tiktok, Facebook. This aims to introduce Curug Cay tourism object to the entire community. Based on the results of observations on social media, it can be seen that Curug Cay waterfall has an account on social media as in the following picture:



## komonitas curug cay >

Figure 2. Curug Cay Facebook

In the context of visual communication carried out by Bukit Village in promoting Curug Cay waterfall tourism, it is carried out through the Curug Cay community social media account which contains promotional content about Curug Cay waterfall and all followers can see the natural beauty of Curug Cay through the Curug Cay community Facebook account. In addition to the Facebook account, there is also visual communication media through the Instagram account @wisata\_curugcay.



Figure 3. Curug Cay Instagram

However, this social media account on Instagram is not very active because it only has 11 followers and only 9 posts.



The social media account that is also used by Bukit Village in promoting the natural beauty of Curug Cay waterfall is the Tik Tok Curug Cay account which also displays various kinds of content about the natural beauty of Curug Cay waterfall.



Figure 4. Tiktok Curug Cay

Related to this visual communication related to Disambiguity and Meaning, the informant Mr. Rakes Yoga Pratama as the Facebook account manager related to what Bukit village did in tourism development on visual communication on social media accounts said that:

"In developing tourism in Bukit village, we do promotion through visual communication which can be done by posting pictures and videos of Curug Cay tourism on social media such as Instagram, tiktok, youtube and facebook accounts.". "(Interview dated May 19, 2024).

Regarding the results of interviews related to how to create content so that the messages conveyed can be understood by the public, Mr. Rakes Yoga Pratama as the manager of the social media account said:

"The content created must be as interesting and beautiful as possible so that the content makes people interested and interested in coming directly to the Curug Cay waterfall tourist location, when taking videos we will choose when the waterfall is clear and also the water is large so that it will look attractive and make the audience want to visit". (Interview dated May 19, 2024)

Regarding how to create content so that the message conveyed can be understood by the public, Mr. Rakes Yoga Pratama also said that:" "To attract the attention of the public, of course, the content created must be as good as possible by editing the content to make it look better and more attractive, besides that, the shooting technique must also be carried out when the day is sunny and the condition of the waterfall is good". (Interview dated May 19, 2024)

This illustrates that before creating content, many things must be considered so that the content attracts attention and is more beautiful so that people are interested in visiting the Curug Cay waterfall tourist location. Things that must be considered are

such as good weather conditions during the day, besides that, video or content shooting is also chosen when the waterfall is clear and quite large so that it looks attractive and creates a desire in the community to immediately visit the Curug Cay waterfall tourist attraction in Bukit Village.

## B. Control of Direction

According to Dake (2015: 98) communicants will pay more attention, be interested, and provide an aesthetic response to visual communication messages that have good control of direction. With good control of direction, communicants can understand more about the visual message conveyed, communicants have an interest in visual communication messages, and the product leaves an impression on the communicant. Visual communication products that have control of direction can direct the viewer's view in sequence.

In connection with the control of direction aspect of what strategies are pursued so that visual communication made on social accounts can attract more attention and be easier to find, the resource person Mr. Rakes Yoga Pratama as a community leader said:

"The strategy we do to promote Curug cay waterfall tourism to the public is through social media because social media is more attractive to the public today, so that the content can be seen by many people we also formed the Curug cay community on a Facebook account so that all members who are members can also post conditions at the Curug cay waterfall location". (Interview dated May 19, 2024)

Furthermore, Mr. Rakes Yoga Pratama also conveyed the strategies carried out so that the content could attract attention:

"The strategy that we can do to attract public attention to the content displayed on social media is by uploading content related to Curug Cay waterfall more often to social accounts so that it can be seen by the public, besides that we also take videos other than waterfall videos such as the road to the waterfall and also the natural conditions around the waterfall" (Interview dated May 19, 2024).

Based on the results of interviews with informants, it can be concluded that in visual communication that can be done by Bukit Village in promoting Curug Cay waterfall tourism is to carry out a promotion strategy through social media. The strategy that can be done is to promote the Curug Cay waterfall on various social media, choose a good video and also display content other than waterfalls such as the road to the waterfall and also the natural conditions around the Curug Cay waterfall.

Furthermore, the researcher conducted an interview with Mr. Rakes Yoga Pratama as the social account manager, he responded to the question of where the

visual communication content was distributed. This was explained by Mr. Rakes Yoga Pratama, namely:

“Visual communication content will be shared through whatsApp groups and can also be through personal statuses, shared on Facebook and it is also expected for Bukit Village residents to like the content that has been posted on each social account, besides that Bukit Village residents are also expected to post Curug Cay waterfall on personal tik tok accounts”. (Interview dated May 19, 2024)

Based on the results of the interview, it can be seen that in creating a visual content, a strategy is also needed to make the visual content more attractive. The strategies include creating visual content that attracts the three Curug Cay waterfalls are clean and good and the weather conditions are favorable so that the shooting and video are more dancing. Another strategy that can be done is to post the latest conditions in Curug Cay tourism and also post the road to the location so that it attracts people's attention. Another thing that can be done is to appeal to the people of Bukit village to post Curug Cay waterfall on tik tok accounts and share posts on Facebook.



**Figure 5.** Curug Cay Waterfall When Visited

One strategy is to post pictures and videos of Curug Cay waterfall attractions when visited by visitors, and also when the water is clear and beautiful, this will generate interest from people who see to visit the location directly because they want to feel the pleasure of bathing in the Curug Cay waterfall.

In addition to showing the beautiful Curug Cay waterfall, the strategy also posts the natural surroundings of the natural and beautiful Curug Cay waterfall so that it raises the desire and interest of the community to directly visit the location of Curug Cay waterfall in Bukit village.



### C. Tensional

According to Dake (2015: 98) the tension referred to in the tensional principle is the relationship of the visual message itself with the environment and life experience of the communicant. The interpretation of visual messages and further thoughts that occur within the communicator should be understood by the communicator and cause a similar impression even though each communicator has a different experience. The indicator can be seen by communicants also discussing the visual communication message with others, communicants have an interest and desire to match visual communication messages with objects in real life, and communicants want to experience, see matches, or look for comparisons in the real world regarding the things contained in visual messages.

Based on the results of interviews with Mr. Rakes Yoga Pratama regarding what must be done in making visual communication content so that people are interested in visiting Bukit village, it is said that: "What must be done in making visual communication content is that before the content is published, editing must be done so that the content displayed is more interesting". (Interview dated May 19, 2024)

Furthermore, Mr. Rakes Yoga Pratama also explained: "To attract the attention of tourists to want to visit Curug Cay waterfall, of course, something must be done that can attract the attention of the community, one of the ways to do this is to make promotions on social media, besides that, sharing these posts with other people and friends to see the posts and also invite their families to enjoy Curug Cay waterfall". (Interview dated May 19, 2024)

Furthermore, related to the issue of what efforts are made by the content creation team so that the content created is liked by many people, Mr. Rakes Yoga Pratama as the manager of the social account said: "In making content, of course, we try to make our content liked by the public, and attract people's attention so that after they watch the content we publish they feel moved to immediately go to enjoy Curug Cay waterfall and invite their relatives and friends. What we do is post the waterfall as good as possible, showing tourist visits that are busy visiting Curug Cay waterfall". (Interview dated May 19, 2024)

Based on the results of the interview above, it can be concluded that in attracting public attention, of course, the content to be published must attract attention. Before the content is published, of course, there must be an attractive design so that the content is liked by the public.

#### D. Unity

According to Dake (2015:98) Unity is the unity of the visual message compiled by the message maker. Elements contained in visual messages can combine and provide visual meaning that can be understood as a whole by communicators. Indicators of unity can be seen from the cohesiveness of the visual message as a whole and the cohesiveness of the visual display when placed in various real situations and conditions outside the visual product itself.

Researchers conducted an interview with Mr. Rakes Yoga Pratama as the manager of the Curug Cay waterfall social account in Bukit village regarding the overall visual message shown on Instagram and Facebook accounts, with the following interview results:

"The visual message that we want to convey to the public in the visual content published on social accounts is that we want to convey to the public that this is Bukit Village with the Curug Cay waterfall tourist attraction, this is the beauty of the Curug Cay waterfall that can be enjoyed with friends and family. We want to convey this message to the community with the aim that people are interested in visiting Bukit tourism village, especially Curug Cay waterfall." (Interview dated May 19, 2024)

Furthermore, Mr. Rakes Yoga Pratama explained more about the question:

"We certainly hope that many tourists will visit our village, especially to Curug Cay waterfall, to promote the state of the village and tourism in our place, we try to convey to the public by creating visual content on social media so that people can watch these posts and be interested and visit Curug Cay waterfall" (Interview dated May 19, 2024).

Furthermore, the research also conducted an interview with Mr. Rakes Yoga Pratama as the manager of social accounts in Bumi village related to how examples of visual displays are usually posted to promote tourism in Bukit village:

"In displaying visual content, of course, we will display interesting content so that it is accepted in the community and the community wants to come to Curug Cay waterfall" (Interview dated May 19, 2024).

Based on observations made in the field, it can also be seen about the natural beauty of the Curug Cay tourist attraction and also the facilities provided such as the existence of a large and safe parking area so that visitors do not feel hesitant to leave their vehicles in the parking area. In addition, there are also beautiful photo spots for taking selfies for visitors. Another thing that is also provided by the tour manager is a friendly and polite manager who greets every visitor who comes to the Curug Cay waterfall attraction.

## E. Realism

According to Dake (2015:98) Visual communication products will always be more or less a representation of things and objects that exist in the real world. With a connection to the real world, a good visual communication product is one that can be re-interpreted by communicants in the reality represented through visual communication.

The researcher conducted an interview with Mr. Rakes Yoga Pratama as the manager of the Curug Cay waterfall Facebook account at the Head of Bukit Tourism Village, Semidang Lagan District, Bengkulu Tengah Regency regarding how tips were carried out so that people wanted to immediately visit Bukit tourism village:

"The tips we do in attracting people's attention to immediately visit Curug Cay waterfall tourism are to create content as good as possible so that people are interested in visiting and providing facilities that can make people comfortable while visiting Curug Cay waterfall and enjoying the natural beauty around it" (Interview dated May 19, 2024).

Furthermore, he also explained whether the visual design created could increase the number of visitors visiting tourism in Bukit village:

"Alhamdulillah since we have promoted Curug Cay waterfall through social media, it has received a positive response from the community so that many people visit the waterfall location. Especially during the holiday season, many people visit the Curug Cay waterfall tour" (Interview dated May 19, 2016).

Based on the results of the interview, it can be concluded that with the content on social media related to visual promotion related to promoting tourist attractions in Bukit village, especially Curug Cay waterfall. This has also increased visits from the community since visual communication was carried out through social media.

## Discussion

Furthermore, in this sub chapter, the author presents the author's analysis of the research results that the author has obtained, and will be linked to the theory that the author uses in the research. In this study the authors used the Aesthetic Theory theory according to Dake (2015: 98) which consists of Disambiguity and Meaning, Control of Direction, Tensional, Unity and Realism.

Seeing the rapid development of the world of tourism, the world of tourism is a promising opportunity in the future. In addition, tourism is also a very important need in the era of modern life. To support it all, it is very necessary to have facilities and infrastructure, both infrastructure and information and promotion that is focused and

directed which can later provide an introduction to tourists so that it can increase the volume of tourist visits to Bukit Village, especially Curug Cay waterfall tourism.

Seeing the efforts that have been made by the Bukit Village government, with all forms of tourism promotion, has a big impact on the number of tourist visitors. Year after year the number of tourists continues to increase, but the increase is not in accordance with what is expected when compared to the time and costs that have been incurred. When compared to other areas, the Bukit village area is still behind in terms of tourism promotion development. Seeing this situation, the Curug Cay waterfall tourist attraction conducts visual communication by promoting Curug Cay waterfall tourism through social media.

The development of tourism promotion in Bukit Village, especially Curug Cay waterfall in the form of animation, can increase communication reliability and overcome the limitations of time and distance so that what is displayed attracts attention and can create dynamic and interactive presentations. Animation can also make something have a unique character so that it is easily remembered and recognized, even favored by many people. Through animation, the message to be conveyed is easier to understand because it is conveyed clearly and clearly and is not misleading. To create a visual communication design work that has originality, it is necessary to understand the context and communication aspects. Because basically, design is born to answer the problems or needs of certain audiences, not just for the personal satisfaction of the designer but also must be able to give the audience a sense of satisfaction.

## Conclusion

Based on the research that has been conducted and the results of the discussion that the author obtained, several conclusions can be drawn regarding this research. The conclusions are that visual communication in tourism development in Bukit Village, Semidang Lagan District, Central Bengkulu Regency is seen based on the Aesthetic Theory theory according to Dake (2015: 98) which consists of Disambiguity and Meaning, Control of Direction, Tensional, Unity and Realism. It can be seen that the visual communication carried out by Bukit Village in promoting Curug Cay waterfall attractions is through social media such as Facebook, Instagram and TikTok. In making content, there are many things that must be considered, such as interesting shooting strategies and videos that attract people's attention to visit the Curug Cay waterfall tourist attractions.

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