

ABSTRACT

DESIGNING PROMOTIONAL MEDIA "RACELAB" FOR RACING SIMULATOR COMMUNITY IN JABODETABEK

Daffa Rayendra Putra.¹⁾, Tommi, S.Ds., M.Ds.²⁾

¹⁾ Student of Visual Communication Design, Universitas Pembangunan Jaya

²⁾ Lecturer of Visual Communication Design, Universitas Pembangunan Jaya

"Racelab" is a local brand in the field of manufacturing simulator devices located in Bendungan Hilir, Central Jakarta. "Racelab" was established in 2018. The lack of information media related to simulator racing communities and news is a benchmark for the shortcomings of "Racelab" in providing detailed information. "Racelab" only provides information related to its products documented through Instagram and E-Commerce platforms, lacking a platform for simulator racers to seek simulator racing information and collaborate with sponsors, which are still relatively few, and the absence of media that facilitate sponsors to view or find racers who align with their vision and mission. Therefore, with the Design of Promotional Media for the Racing Simulator Community, it is hoped to provide a platform that facilitates racers and sponsors in finding the needed information. The designed Community-Based Website will display information for sponsors to collaborate with competitive racers, simulator racing news, and other detailed information.

Key words: User Interface, Website, Promotional Media.

References :

Publication Years :