

ABSTRAK

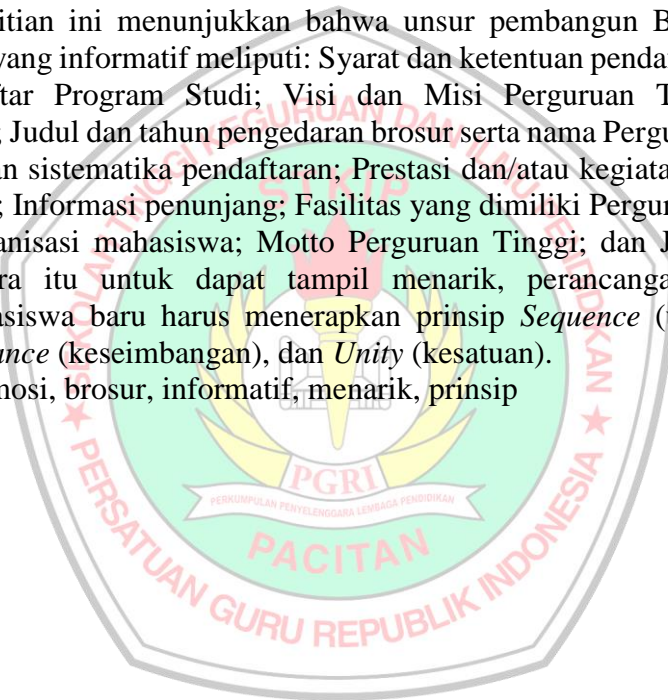
Yuspika Ayu Aprilia Wulansari. *Analisis Brosur Penerimaan Mahasiswa Baru STKIP PGRI Pacitan Ditinjau dari Kelengkapan Informasi dan Penerapan Prinsip-Prinsip Desain Grafis.* Skripsi. Pacitan: STKIP PGRI Pacitan, 2020.

Kegiatan promosi dilakukan secara konsisten untuk mempertahankan dan meningkatkan eksistensi. STKIP PGRI Pacitan melakukan promosi, salah satunya dengan penyebaran brosur. Penelitian ini dilakukan untuk mengetahui apa saja unsur pembangun Brosur Penerimaan Mahasiswa Baru yang informatif dan menarik, merujuk pada cetakan tahun akademik 2020/2021.

Jenis penelitian yang dilakukan adalah *ex post facto* dengan pendekatan naturalistik/kualitatif. Setelah instrumen angket menerima validasi oleh ahli serta penghitungan uji validitas dan reliabilitas, data diambil melalui penyebaran instrumen angket kepada siswa SMA/ sederajat di Kabupaten Pacitan. Data tersebut kemudian dianalisis dengan teknik analisis data model Miles dan Huberman.

Hasil penelitian ini menunjukkan bahwa unsur pembangun Brosur Penerimaan Mahasiswa Baru yang informatif meliputi: Syarat dan ketentuan pendaftaran; Alamat dan narahubung; Daftar Program Studi; Visi dan Misi Perguruan Tinggi; Akreditasi Perguruan Tinggi; Judul dan tahun penerbitan brosur serta nama Perguruan Tinggi; Jalur masuk; Jadwal dan sistematisa pendaftaran; Prestasi dan/atau kegiatan mahasiswa dan Perguruan Tinggi; Informasi penunjang; Fasilitas yang dimiliki Perguruan Tinggi; Biaya studi; Daftar organisasi mahasiswa; Motto Perguruan Tinggi; dan Julukan Perguruan Tinggi. Sementara itu untuk dapat tampil menarik, perancangan sebuah brosur penerimaan mahasiswa baru harus menerapkan prinsip *Sequence* (urutan), *Emphasis* (penekanan), *Balance* (keseimbangan), dan *Unity* (kesatuan).

Kata kunci: Promosi, brosur, informatif, menarik, prinsip



ABSTRACT

Yuspika Ayu Aprilia Wulansari. *Analysis of New Student Admission Brochure of STKIP PGRI Pacitan viewed from Completeness of Information and Application of Graphic Design Principles.* S1-AThesis. Pacitan: STKIP PGRI Pacitan, 2020.

Promotional activities are carried out consistently to maintain and increase the existence. STKIP PGRI Pacitan is doing promotions, one of them is by distributing brochures. This research was conducted to find out what supported elements of an informative and interesting New Student Admission Brochure, referring to the printed brochure of academic year 2020/2021.

The type of research is ex post facto with a naturalistic/qualitative approach. After the questionnaire instrument received validation by the experts and the calculation of the validity and reliability tests, the data was collected through the distribution of the questionnaire instrument to high school students/equivalent in Pacitan Regency. The data is then analyzed using data analysis techniques, Miles and Huberman's model.

The results of the research, can be known that the elements of the informative New Student Admission Brochure include: Terms and conditions of registration; Address and contact person; List of Study Programs; Vision and Mission of Higher Education; Higher Education Accreditation; Title and Year of brochures Distribution and The Name of The College; Registration Access; Schedule and System of Registration; Achievements and/or Activities of Students and College; Supporting Information; Facilities Owned by The College; Study Fees; List of Student Organizations; The College's Motto; and College's Nickname. Meanwhile, to be able to appear attractive, the design of a New Student Admission Brochure must apply the principles of Sequence, Emphasis, Balance, and Unity.

Keywords: Promotion, brochure, informative, interesting, principles

