

# Media Design Supporting Information Catalogs and Sales Promotions Using Adobe Photoshop on CV. Amoy Catering

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## Abstract

This study aims to promote a product by designing a media catalog that can be seen through social media by all consumers. The method used in this study is a qualitative method, and by using the Adobe Photoshop application to create the catalog design. The research results have been successfully implemented so that it is expected to be able to help customers find information about CV. Amoy Catering more easily.

**Keywords:** Catalog Media Design, Promotion, Information, Adobe Photoshop

## 1. INTRODUCTION

The development of information and promotional media in the social sector, especially in the field of computerization and multimedia, has increased and has led to globalization, where many parties are involved, both directly related to the process of sending and receiving information. Submission of information is a business that is needed by the company because of the existence of company information, therefore the company will benefit from being known in general, while the provision of promotions is to notify or offer products with the aim of attracting potential consumers to buy and consume them, with the promotion of producers or distributors expect an increase in sales figures. Submission of information and promotions can be done using a catalog design. This catalog design contains product descriptions, product prices, and company contacts. Inside a product contains an explanation of the flavor variants of the product. Then the product price contains the selling price of the product. and the last is the contact of the company that can be contacted as well as the address of the company, if there is social media or a website from the company it can also be displayed on the catalog design.

The results of the study which explain that Media Catalog CV. Kajeye Food Malang is very effective and very good on the EPIC Rate scale and is said to be suitable for use and publication as additional promotional and information media (Setyanti & Khabibah, 2017). The results of research conducted at PT. Citra Surya Selaras, explained that Catalog Media is very helpful in conveying information on products or services being sold more easily known so that the promotion system becomes more creative and effective, by displaying attractive and complete product images with humorous color arrangements and sentences explaining descriptions. of the products offered (Wandanaya et al., 2020). The results of research in the sales process, promotional media are prepared so that the products sold have an appeal with the process of making promotions, especially graphic design using the Adobe Photoshop application at PT. Mighty Vegetation (Bayusi & Susanto, 2021).

The results of the study show that the e-catalog is suitable for use as a promotional medium for grilled bacem gribig chicken restaurants using Adobe Photoshop (Haidar Rozsidhy & Dwi Pribadi, 2018). The results of the research show that the catalog that was carried out on CV. Bagus Agriseti Mandiri is very effective on the EPIC Rate scale and is said to be suitable for use and publication as an additional media promotion using Adobe Photoshop CS6 (Ardian & Soepeno, 2018).

CV customers. Amoy Catering usually places orders and also receives information and promotions about CV. Amoy Catering mostly visits the catering directly. CV. Amoy Catering also relies on several social media such as: Facebook, Instagram and Go food. As time goes on, competition between businesses also develops, giving rise to the idea of integrating information technology with business, sales using catalog designs using Adobe Photoshop, so that customers can more easily recognize and find out what information and promotions are in the CV company. Amoy Catering needs a Catalog Design so that it is clearer and customers can better understand and know about the Catering. With this Catalog Media, it is hoped that Amoy Catering can introduce the contents of the catering to the wider community, therefore the author is interested in taking the thesis title "Design of Catalog Media Supporting Information and Sales Promotion Using the Adobe Photoshop Application on CV. Amoy Catering".

## 2. METHODOLOGY

This research was conducted on CV. Amoy Catering, Data analysis was carried out using descriptive qualitative.

### Hardware

The hardware used in this research for supporting facilities in making this catalog design is a device that includes:

- a. Laptop : Lenovo
- b. CPU : AMD A4-9120 Radeon R3
- c. Memori : 4096 RAM.
- d. Storage : 500 GB HDD
- e. Processor : AMD A4-9120 Radeon R3, 4 Compute Cores 2C + 2G (2 CPUs), ~2.2GHz

### Software

The software used in this study uses the Microsoft Windows 10 operating system with a programming application, namely Adobe Photoshop CS6.

## 3. RESULTS AND DISCUSSION

### Research result

The results of this study were obtained after the authors conducted research and analyzed it to design a media catalog on CV. Amoy Catering. Customers can find the latest information regarding both the food menu and the drink menu which can be accessed via the internet, social media on CV. Amoy Catering.

### DISCUSSION

This section discusses designing media catalogs for food menus that have been made. In accordance with the formulation of the problem, namely how to design a media catalog using Adobe Photoshop CS6 to support information and promotion on CV. Amoy Catering. With this the author will display the results of the catalog media design that has been made and the author will display the catalog flowchart as follows:

### Catalog Media Flowchart Design

The design of Catalog Media as an information system and sales promotion used in this study uses a data flowchart diagram as follows:

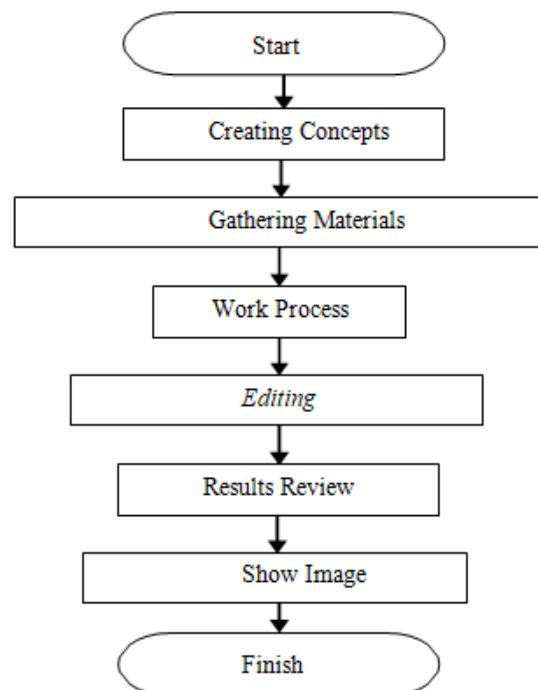


Figure 4.2. Catalog Design Flowchart

### Catalog Media Design Tutorial

#### Tutorial on Designing Cover Catalog Media

1. The first step we have to do is open the Adobe Photoshop application, then we set the image size, make a preset: to International Paper, Size: click A3, Color Mode: click RGB Color after everything has been set, then click ok.
2. The second step, then enter the background image by clicking ctrl O to take the background image that has been provided and set according to the size of the template.

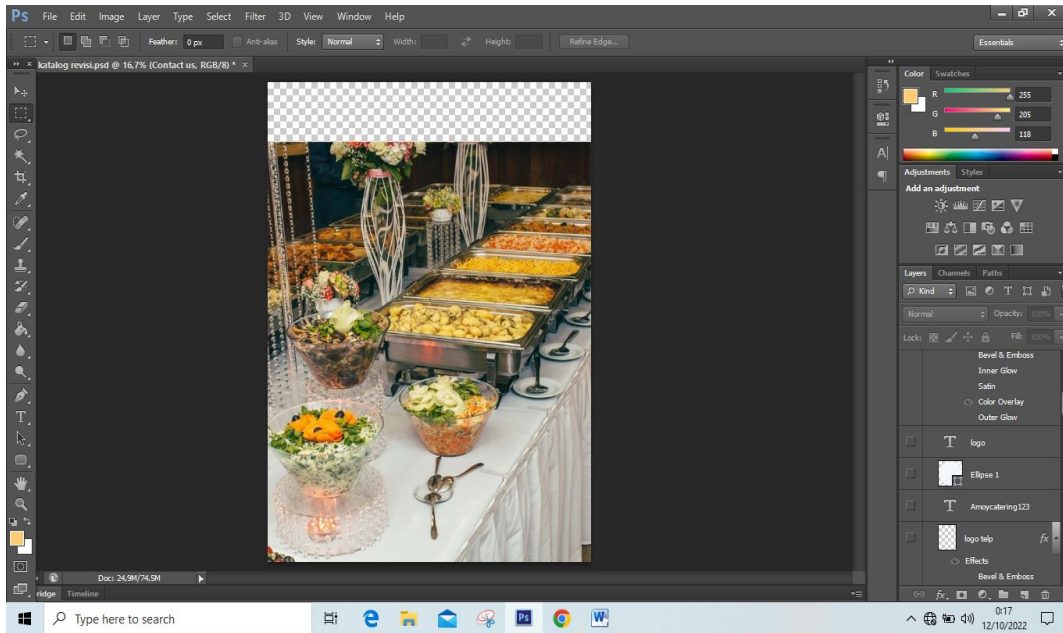


Figure 1: Tutorial on Designing Cover Catalog Media Step 2

3. Third step, Click the Pen Tool to make the image according to the shape of the sketch that has been made, Then, Click the Pen Tool then the Pen Tool is changed to a shape and then made the color according to the desired sketch, and given an effect in the blending options then made a shadow to display black shadows behind the outline of the object that has been created.

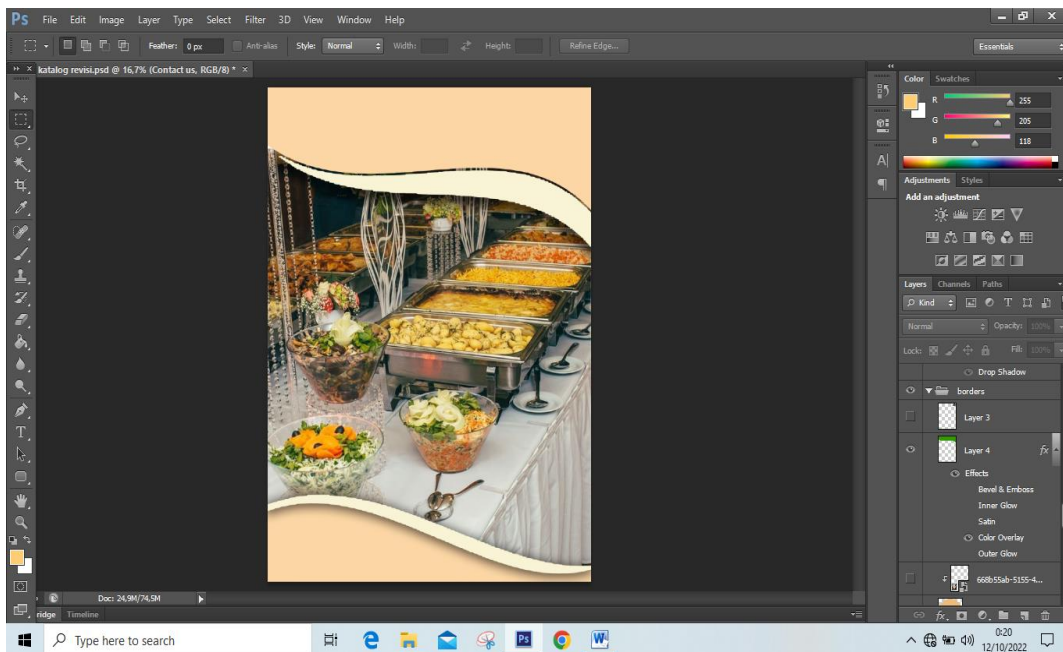


Figure 2: Tutorial on Designing Cover Catalog Media Step 3.

4. Fourth step, Click the Ellipse Tool to make a circle object, then adjust it to the position of the sketch that has been made, then click Ctrl O to take a picture of the food that has been prepared. Then the next step, Click Ctrl O to display the logo image then set the position at the end top right.

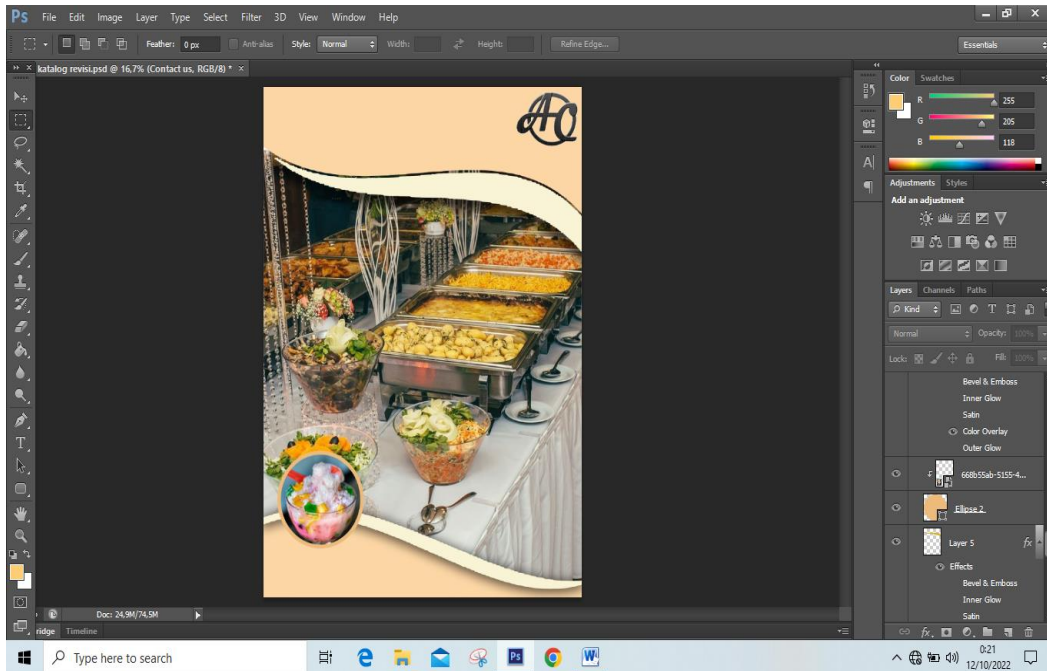


Figure 3: Tutorial on Designing Cover Catalog Media Step 4

5. Fifth step, Click the Horizontal Type Tool to make the catering name and words give more than you need, which has been prepared using the Eras Bold ITC font size 80 pt. Then the next step Click Ctrl O to take the WhatsApp and Instagram logo objects and set according to the position that has been made, then click the Horizontal Type Tool to make the contact us name and Instagram name, no whatsapp using Eras Bold ITC Font size 24 pt Fount, after that an effect is created by clicking blending options then giving shadow to make the shadow written .

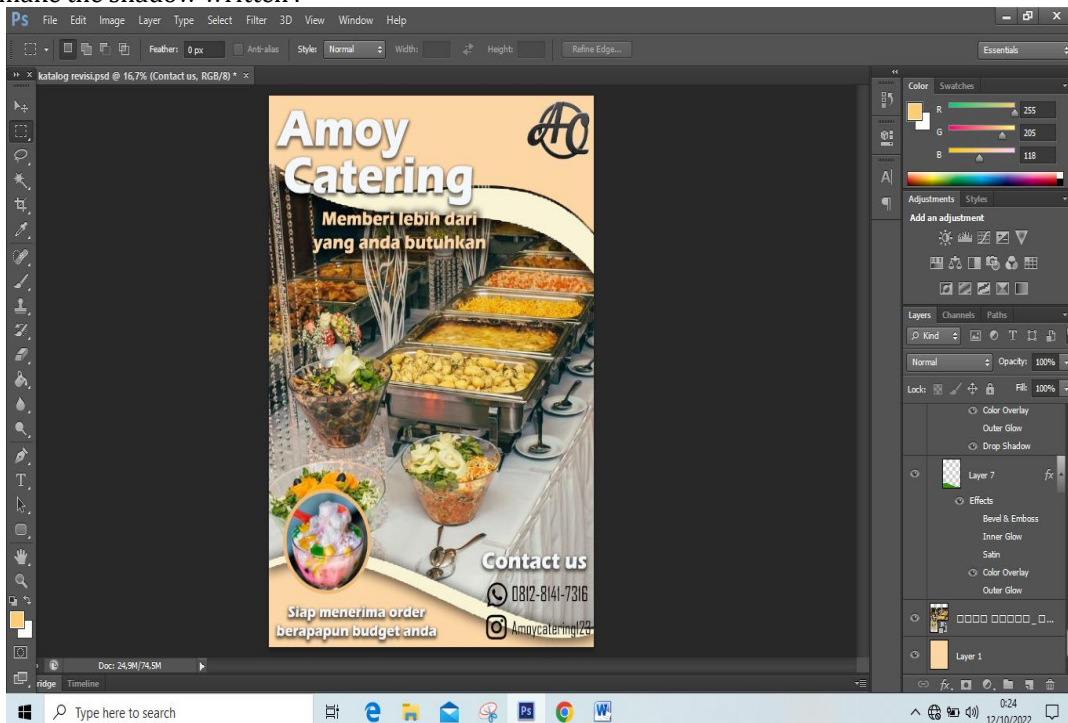


Figure 4: Tutorial on Designing Cover Catalog Media Step 5

### Final Result Cover Media Catalog



Figure 5: Results of Cover Catalog Media Designers

### Tutorial on Designing Heavy Food Menu Catalog Media

1. The first step we have to do is open the Adobe Photoshop application, then we set the image size, make a preset: to International Paper, Size: click A3, Color Mode: click RGB Color after everything has been set, then click ok.
2. The second step, click ctrl O to take the background image, after the background image has been displayed, set it according to the template, here I am using 2 background images, then set according to the image below. Then, click ctrl O to display the logo image then place it at the far left, then create an object shape using the Rounded Rectangle Tool and set it as desired.

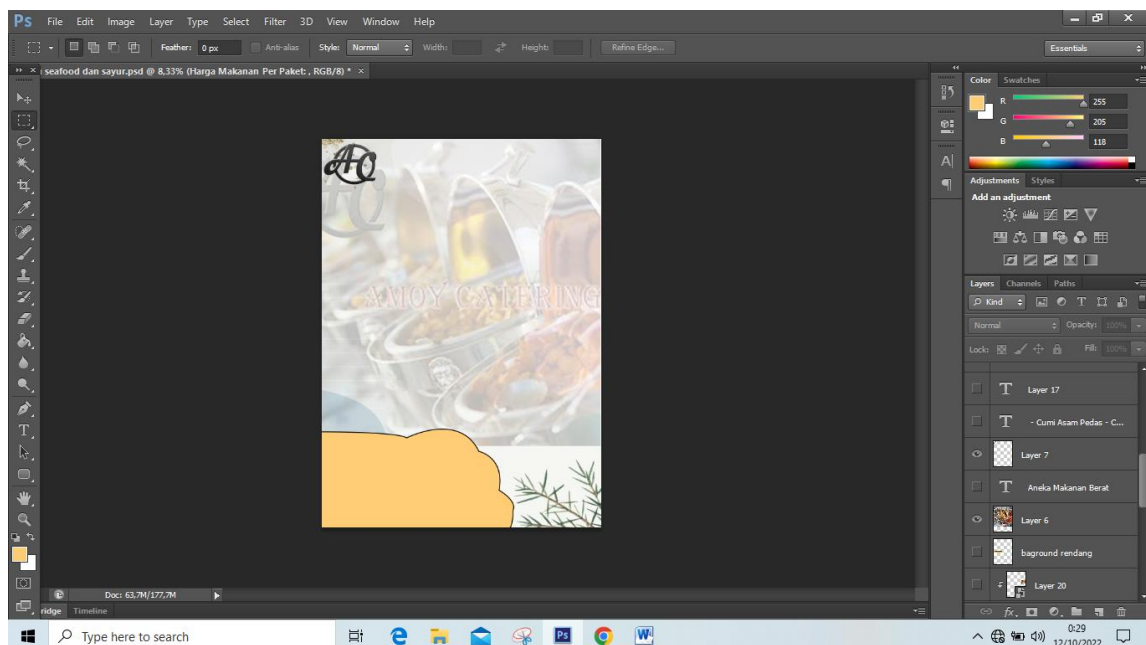


Figure 6: Tutorial on Designing Heavy Food Menu Catalog Media Step 2

3. Third Step, Click the horizontal Type Tool to make a title on the food menu, then click the Ellipse Tool to make a circle object and then adjust its layout, then click ctrl O to display the food image, then place it on the circle object that has been made and arrange it according to draw the circle, then click the horizontal Type Tool to make the title name on the circle object image that has been created.

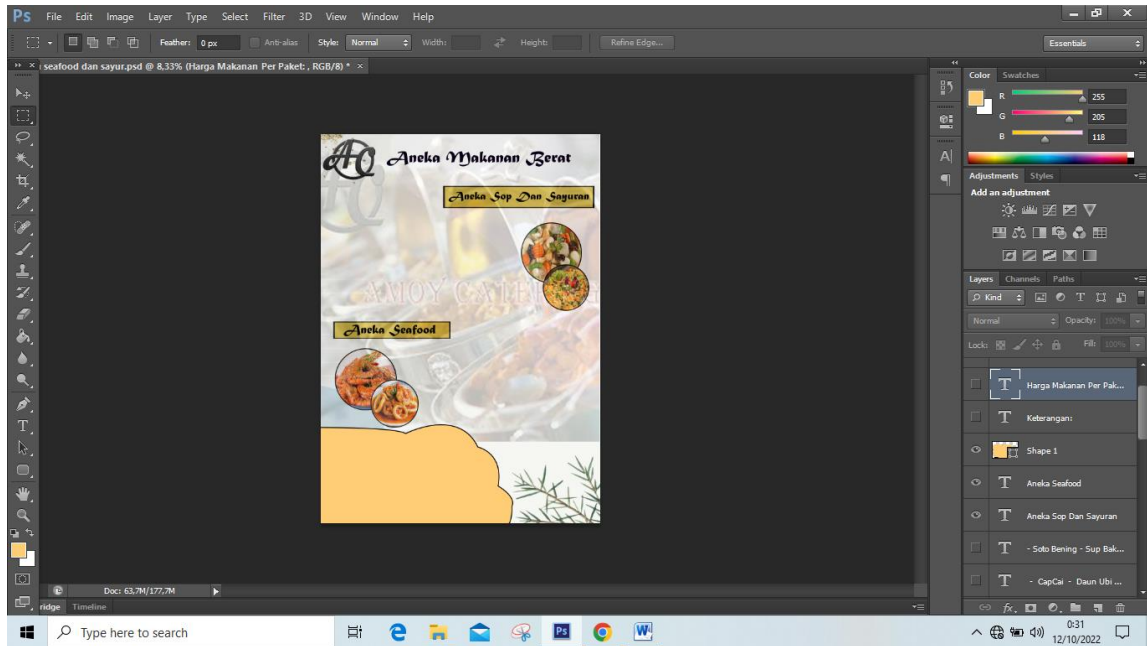


Figure 7: Tutorial on Designing Heavy Food Menu Catalog Media Step 3

4. Fourth step, Click the Horizontal Type Tool to make a text list of the names of all heavy food menus, then arrange them according to the names of the available food menus. Then, Click the Horizontal Type Tool to make text descriptions and nominal prices made and arranged in the layout section bottom left of the object.



Figure 8: Tutorial on Designing Heavy Food Menu Catalog Media Step 4

### End Result Heavy Food Menu Catalog Media



Figure 9: Results of Heavy Food Menu Catalog Media Designers

### Tutorial on Designing Snack & Drink Menu Catalog Media

1. The first step we have to do is open the Adobe Photoshop application, then we set the image size, make a preset: to International Paper, Size: click A3, Color Mode: click RGB Color after everything has been set, then click ok.
2. The second step, click ctrl O to take the background image, after the background image has been displayed, set it according to the template, here I am using 2 background images, then set according to the image below. Then the next step, click Ctrl O to take the logo object and set, position it on the left of the top end, then click the Horizontal Type Tool to make the title of the snack menu, the name of the font Matura MT Scrip font size 58 pt and and positioned in the top center.

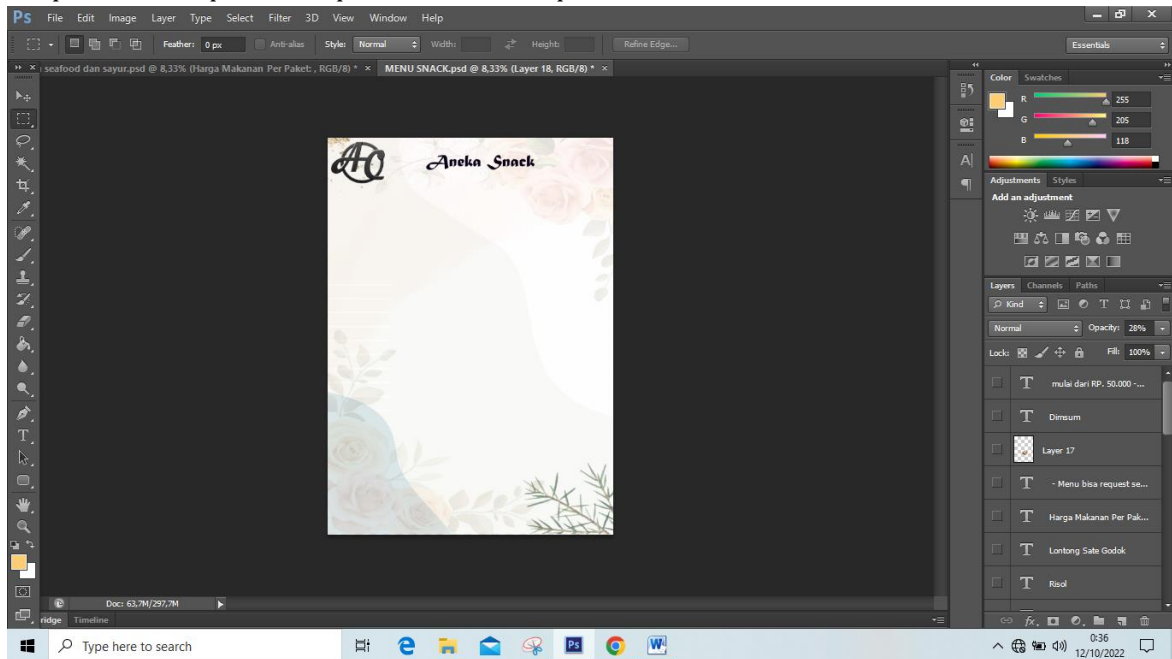


Figure 10: Tutorial on Designing a Snack Menu Catalog Media Step 2

3. Third step, Click Ctrl O to take the snack food object menu and then position it and arrange it neatly according to the image below.

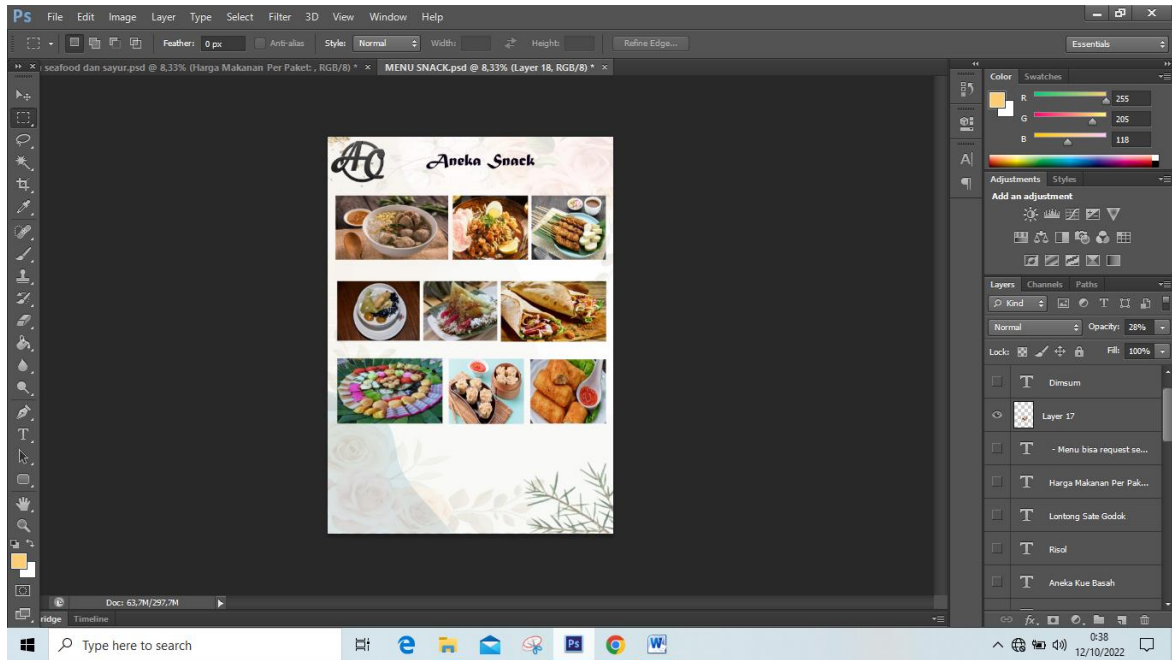


Figure 11: Tutorial on Designing Snack Menu Catalog Media Step 3

- Fourth step, Click the Horizontal Type Tool to make the name of the menu according to the image on the snack object using the name Fount Adobe Fan Heiti Fount size 44.57 pt, Then the next step, Click the Horizontal Type Tool to make text descriptions and prices using Fount Matura MT Scrip size 32.8 pt.



Figure 12: Tutorial on Designing Snack Menu Catalog Media Step 4



**Final Result Catalog Media Snack & Beverage Menu**



Figure 13: Results of Snack & Beverage Menu Catalog Media Designers

**4. CONCLUSION**

**Conclusion**

Based on the results of research conducted on CV. Amoy Catering and problem analysis with the need for information and promotion, namely by designing the following catalog media which can be concluded, namely:

1. Make media designs in the form of creative and effective catalog designs to enhance promotional media and information on services or products offered by CV. Amoy Catering.
2. In designing creative media catalogs so that they look attractive, the designs are made with layouts, clear and simple colors, images and text that contain superior and product information on the CV. Amoy Catering.
3. Through the design of this media catalog, it is hoped that it can increase the marketing target and increase the number of consumers each year.

**Suggestion**

Based on the results of the analysis carried out and concluded several suggestions that can be given by the author as a reference for conducting research development, here are some suggestions from the author, namely:

1. By promoting this catalog media, it can be carried as well as internal presentations, introduced at exhibition events, distributed to distributors and clients, and collaborated with companies.
2. It is hoped that this catalog media can be used as promotional media and additional information from existing media.
3. It is expected that this media catalog can be developed in accordance with the developments that occur in the company every year.
4. It is hoped that this catalog media can be distributed to potential customers to reach a wider audience so as to increase sales.

**THANK-YOU NOTE**

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