


## Catalog Design As Information Medium On Ismail Multi Mandiri Convection

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Article Info	ABSTRACT
<p><b>Keywords:</b> Catalog Design, Information media, Adobe Photoshop CC 2019.</p>	<p>Ismail multi mandiri convection is a small scale industrial clothing production company, which is a place of manufacture of apparel, such as T-shirts, polo shirts, shirts, jackets, and pants. As an effort to provide information to potential consumers about the products owned. Therefore, the need for an effective and efficient information media in order to promote each product owned by convection Ismail Multi Mandiri. As a solution, a catalog is designed as an information medium that can explain the advantages of each product in convection. The design of the catalog design at convection Ismail multi Mandiri using qualitative methods through the data collection stage with the method of observation, interviews, documentation and literature studies. The results of the study contain about the company's history, vision, mission, and the process of making catalogs using Adobe Photoshop CC 2019 application and the explanation written below. The design of this catalog is expected to be an effective and efficient means of communication for convection Ismail M ulti Mandiri with consumers.</p>
<p>This is an open access article under the <a href="#">CC BY-NC</a> license</p> 	<p><b>Corresponding Author:</b> Dian Vannysyah Sekolah Tinggi Ilmu Manajemen Sukma Jl. Sakti Lubis, Sitirejo I, District. Medan City, Medan City <a href="mailto:dianvannysyah@gmail.com">dianvannysyah@gmail.com</a></p>

### INTRODUCTION

Design is a creation that achieves an end result by performing certain actions or creating something that has physical reality. The purpose of design is to analyze, evaluate, organize and improve a system, both physical and non-physical, using existing knowledge. Then the design is a process or stages and plans to be carried out before the manufacture of an object, system, component, and structure, as for the explanation of the catalog is a book compiled in the form of images, lists of goods, prices, or other specific objects, in the catalog also contains a description of the product, the catalog aims to provide information for consumers of companies that have a catalog. Information Media is a tool for collecting and rearranging information so that it becomes useful material for the recipient of information.

Therefore, the researchers looked at the problem at the place of research that requires a catalog, the purpose of this study is to find out how to design a catalog design on convection Ismail multi Mandiri using Adobe Photoshop application that the results of its catalog design can be seen by potential consumers and the wider community.

As we know the catalog has many pages that are able to contain information needed by prospective buyers about Ismail multi Mandiri convection. Ismail multi Mandiri convection catalog will contain information about product variants, raw materials used, product prices, to product photos (Addina et al., 2022). The catalog itself has a variety of shapes and sizes, ranging from Flyers, books, cards and even magazines, usually disseminating directly to the public through stores, supermarkets and even directly on the streets (Yulianto & Anam, 2022). A product catalog is like an information medium from a company that contains a collection and list of products owned by a company. Product catalogs are known to be practical in conveying all types of information because in general the catalog can also be said to be a presentation tool of features in the company. in the product catalog there is also about how the company's relationship with customers, company profile, and most importantly is to explain the quality of a product or service from the company. Not only that, in the product catalog also contains the necessary Company data such as telephone numbers, company address information, email, website, company branch (if-any), opening hours of operations, how to order methods, and payment methods (Efrilia & Purba, 2022).

With a product catalog, the company can provide information on each product produced and sold by the company to consumers. Product catalog can be said as a medium of information and promotional media for consumers, with the aim that consumers are interested in buying products from the company (Romadhon et al., 2022). A catalog is a list of goods or objects compiled for a specific purpose. Catalogs as a form of media publications have a narrower and more targeted segmentation than brochures, meaning that products are oriented to certain segments. The age of catalogs is much longer than the age of brochures. Catalogs have a depth of content that is much different from brochures that only present products (Syachromdhon et al., 2022).

Having Information media is very important for every business. Because in the business world there is always competition, so companies need to have a strategy that can attract buying interest to be able to increase the spread of information on products sold and increase sales. With the accuracy of the information provided by the company, and ease of transaction. With positive attitudes and responses from consumers, the company can influence consumer purchasing decisions until consumers want to buy the products sold (Krisnanda et al., 2023). So much competition causes companies to compete to promote their products to be known by the audience. The public knows the product or brand through promotional media, therefore Product Information media is needed by Ismail multi mandiri convection (Sukarni et al., 2020). Media is any medium or means of delivering information from the source to the recipient (Apriliani et al., 2019). In this case the information will be very useful for potential buyers because it contains a real picture of the products offered. This promotional Media is expected to help the marketing department in the process of marketing the product so that it can attract more consumers, and can also increase the competitive advantage with other convection companies (Wijaya et al., 2021). Information Media in general is a tool to collect and rearrange information so that it becomes useful material for the recipient of information. Through the media information society can find out the existing information and can interact with each other (Zuhari & Nurfauziah, 2023). The reason for choosing a catalog, because consumers

or people in general are more interested in images or photos. Included information needed (Satrio, 2019). The important thing in conveying information and promotion is to contain it completely and in detail. To be an attraction for consumers in seeing the results of products offered by the company, and can help promotional activities and presentations by the marketing department (Wandanaya et al., 2020). Information is the result of processing data from one or multiple sources, which are then processed, thus providing value, meaning, and benefits. It is not far with the importance of technology. In the process of data processing, to be able to generate information, verification process is also done accurately, specifically, and on time (Fachrurrazi et al., 2021).

Ismail multi mandiri convection is a small scale industrial clothing production company, which is a place of manufacture of apparel, such as T-shirts, polo shirts, shirts, jackets, and pants. Convection Ismail multi mandiri established since 1998. Meanwhile, Ismail multi mandiri convection also accepts printed mugs, various bags, and hats. in addition, Ismail multi mandiri convection also accepts screen printing, for example : umbrella screen printing, and T-shirt screen printing. But every business that stands has some problems in it as experienced by convection Ismail multi mandiri, namely: at the beginning of the convection Ismail multi mandiri they already have a catalog, but over time convection Ismail multi mandiri does not use the catalog anymore because the catalog condition is not good/damaged and the contents of the catalog are not updated in accordance with current developments. The company no longer uses catalogs, relying solely on social media Instagram as a medium to display the results of the convection, and to this day there has been no catalog created to provide complete information to potential consumers about the Ismail multi Mandiri convection. So as a solution, a new catalog is designed that is more updated and has the latest information on convection. Hence the importance of a catalog for a business, especially in convection Ismail multi mandiri.

## METHODS

### Data Type

This study uses the type of primary and secondary data, primary data is data obtained through the First party. Primary Data generally shows the authenticity of the information contained in the data but does not rule out the possibility of reduced data authenticity when the data has been processed and presented by the primary data source (Noviyanti et al., 2021). In this case the primary data source obtained by direct observation, interviews to the convection Ismail multi mandiri. Researchers conducted an interview on one of the employees at convection Ismail multi mandiri to take some data about product descriptions, researchers conducted unstructured interviews. Then using secondary data is reference data and literature sourced from the study of documents, books, journals, articles, and online media (Sayful, 2020). The research method used in the design of media promo Ismail multi Mandiri convection catalog is a qualitative descriptive research method (Addina et al., 2022).

### Data Collection Methods

Data collection is done in two ways, namely interviews and documentation. What is meant by interviews is that the data collection process through interviews is carried out by asking questions that refer to questionnaire instruments that have been created by researchers and have been validated by related experts (Kaharuddin, 2021). Then documentation, documentation is a means of obtaining information in the form of books, archives, documents, drawings and images in the form of reports and research supporting information. Documentary research complements the use of observation or interview methods, being more reliable or highly credible when supported by pre-existing academic photographs or writings.

## RESULTS AND DISCUSSION

### Purpose and impact of the catalog

Against the problems in the convection of Ismail multi Mandiri which lies in the carrier of information that is less effective and more efficient, the author offers a solution by designing a convection catalog design on the carrier of Ismail Multi Mandiri information. Catalogs are useful for any business because they can help with communication with potential customers, especially when you place an order, a catalog is a visual guide that provides all the necessary information about products and services. The author chose Photoshop to design his catalog because Photoshop has several advantages, namely Photoshop has many interesting functions that can be used, functions that are still very young to use and work on, and allows to create many layers. change independently of each other.

### Catalog Design Stage

#### Initial manufacturing process

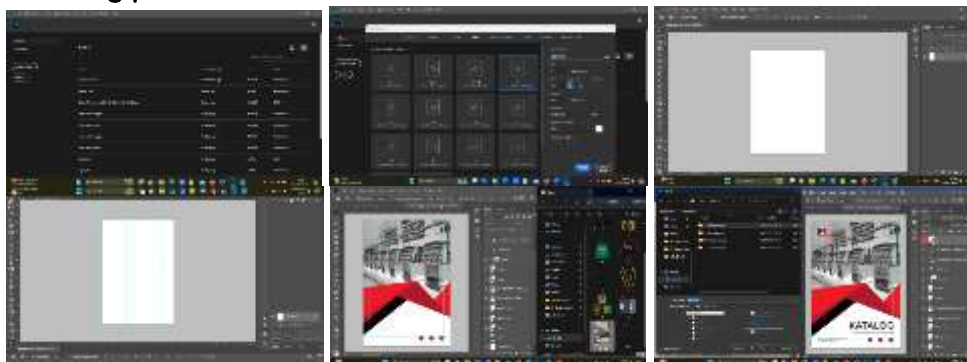


Figure 1. initial manufacturing process

In the process of making the catalog, researchers used the adobe photoshop CC 2019 application. Photoshop is an image editor software made by Adobe System that is specialized for photo/image editing and effect creation. The catalog that the researchers created has 8 pages, catalog with A4 size. Researchers chose the photoshop application because it has several advantages, namely Photoshop has many interesting features that can be used,

features that are still very young to use and work on, and makes it possible to create many layers. change independently of each other.

**The front cover**



Figure 2. The front cover

On the front cover, the author also put a photo of the machine on the convection like the back cover, so as to show consumers how the embroidery process that occurs in convection and increase consumer confidence that the technology used is the latest technology so as to increase consumer confidence. on the results or quality of the work process made. In addition to photos of the machine, researchers also put the address and mobile phone number to facilitate consumers who want to contact the convection and order goods online. The logo of Ismail multi Mandiri convection is placed so that there is an identity in the catalog.

**About the company**

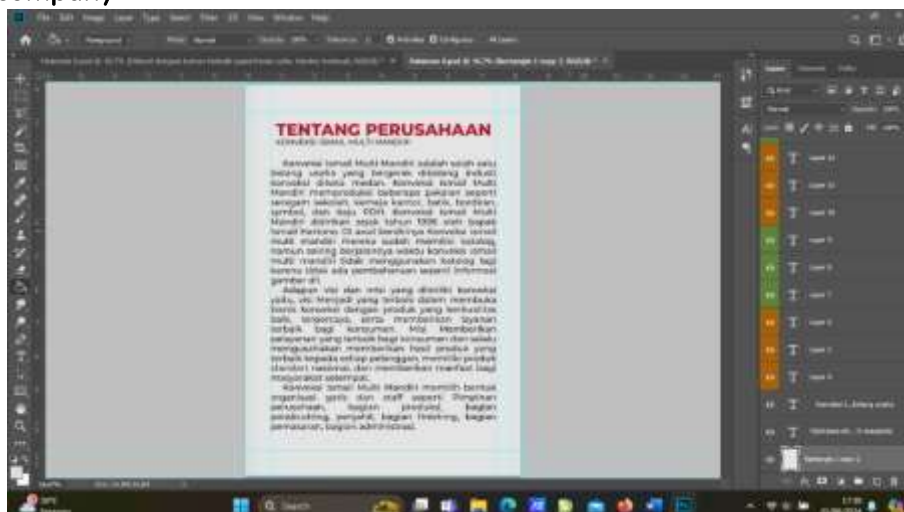


Figure 3. About the company

In the picture above explains the history of convection, vision, mission and organizational structure owned by Ismail multi Mandiri convection. Convection history is also an important part that can be included in the catalog as additional information about the convection.

### Bestseller products

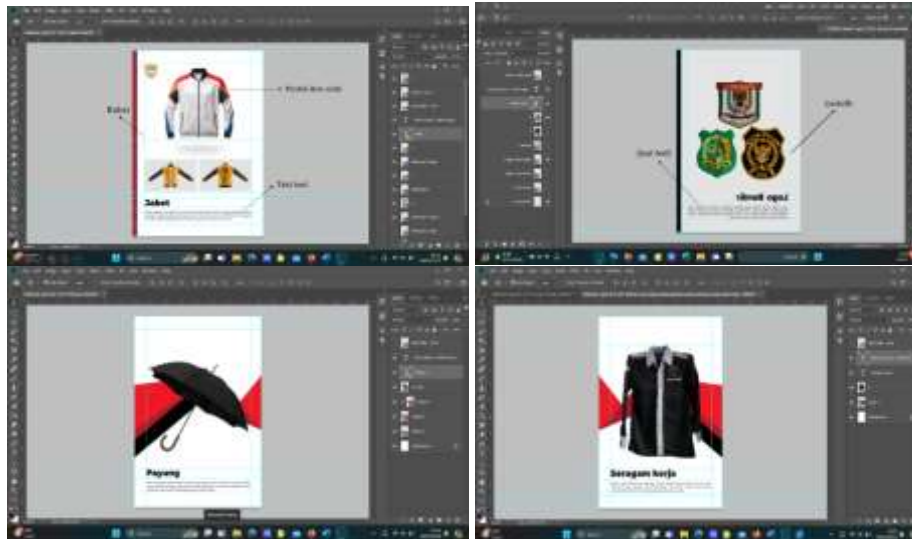


Figure 4. Bestseller produk

In this section, researchers put up pictures of the best-selling products belonging to convection, with the aim of marketing these products to increase sales. The best-selling product images are the products that are most in demand by consumers, have high quality, and some consumers often need these products so that these products often get orders from consumers. Therefore, if a product or service becomes a bestseller, it can improve brand image, increase consumer confidence and increase company profits. Therefore, the phrase bestseller is very important in the marketing strategy of a product or service.

### Product Description



Figure 5. Product Description

The purpose of researchers making product descriptions is to make it easier for potential customers who want to know a few things about the tools and materials used by Multi Mandiri Convection. In addition, to know the materials used in the process of making these products are superior to other materials.

### Product Photos

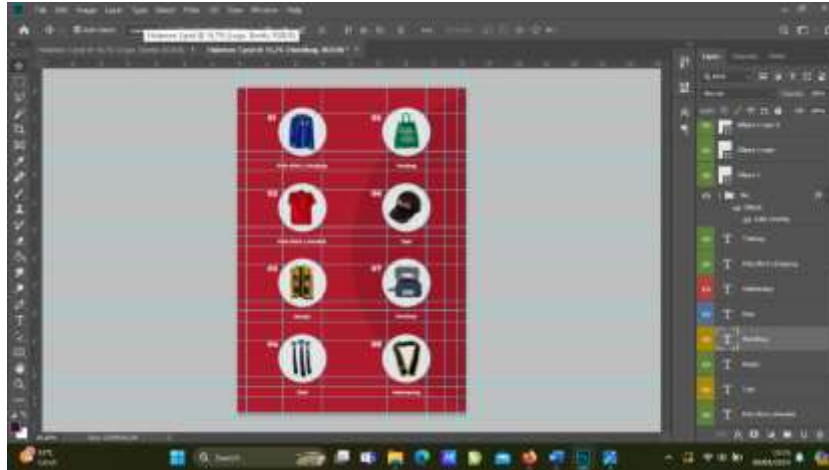


Figure 6. Product Photos.

Product images are placed on the product photo section displaying existing products, so that potential customers know what products can be handled by the company, and this becomes information for consumers, so they can choose which products to order by convection.

### Create a back cover design



Figure 7. Create a back cover design

On the back cover of the author put a photo of the machine on the convection so as to show consumers how the embroidery process that occurs in convection and increase consumer confidence that the technology used is the latest technology so as to increase consumer confidence. on the results or quality of the work process created. The processing process improves neatness, efficient processing time, maximum performance in terms of

design and product compatibility. Stages of making the back cover here we make a ruler, a text tool and a Rectangle tool, because before there is a text that must be made neatly, make a text tool to make text and choose the Montserrat font, font size 12.

## CONCLUSION

Ismail multi mandiri convection is a small scale household industrial clothing production company, which is a place of manufacture of apparel, such as T-shirts, polo shirts, shirts, jackets, and pants. As an effort to provide information to potential consumers about the products owned. Therefore, the need for an effective and efficient information media in order to promote each product owned by convection Ismail Multi Mandiri. The results of the study contain the process of creating a catalog using the Adobe Photoshop CC 2019 application and the explanation written below. The design of this catalog is expected to be an effective and efficient means of communication for convection Ismail multi Mandiri with consumers.

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