

Visualisasi kubur sekunder komunal di Pulau Samosir (Pendekatan komunikasi visual dalam usaha meningkatkan kunjungan wisata)

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=132275&lokasi=lokal>

Abstrak

Discussion on the visualization of secondary communal graves on Samosir intended to study the problem related to the captured messages by the public based on visual signs that are used when lloking at a tourism promotion Messages that are captured visually by the communicants (receiver of the messages) apparently can differ from the initial messages from communicators (sender of the massages) . Through visual communication approaces that deliver is expected the messages can be accepted by the public in order to increase the tourist visits.