

ABSTRAK

Festival Budaya Rewanda Bojana merupakan *event* budaya yang diselenggarakan di Desa Wisata Cikakak, Kecamatan Wangon, Kabupaten Banyumas, yang mengangkat tradisi pemberian makan kepada kawanan kera di kawasan Masjid Saka Tunggal sebagai simbol kerukunan antara manusia dan alam. Seiring berkembangnya festival, penyelenggaraan *event* ini belum didukung oleh sistem komunikasi *visual* yang terencana dan konsisten, sehingga berdampak pada lemahnya identitas *visual* festival serta kurang optimalnya pengalaman pengunjung di area *venue*. Penelitian ini bertujuan untuk mengidentifikasi kebutuhan informasi dan elemen *visual* pengunjung, serta merancang *key visual* berbasis *user experience* yang mampu meningkatkan daya tarik *visual*, kemudahan navigasi dan pengalaman bermakna bagi pengunjung Festival Budaya Rewanda Bojana 2025. Penelitian menggunakan metode kualitatif deskriptif. Pengumpulan data dilakukan melalui wawancara mendalam dengan tujuh informan yang terdiri dari empat informan kunci dan tiga informan pendukung. Analisis data mengacu pada Teori *User Experience* Donald Norman dalam buku *Emotional Design* yang membagi pengalaman pengguna ke dalam tiga tingkatan desain, yaitu *visceral Design level*, *behavioral Design level* dan *reflective Design level*. Hasil penelitian menunjukkan bahwa perancangan *key visual* berhasil memenuhi ketiga tingkatan *User Experience*. Pada *visceral level*, desain menciptakan kesan pertama yang kuat, dibuktikan dengan antusiasme pengunjung berinteraksi di area *welcome gate* serta persepsi publik bahwa festival terlihat lebih profesional. Pada *behavioral level*, perancangan ini secara konkret meningkatkan kemudahan navigasi; terbukti dari berkurangnya penumpukan massa dan kemandirian pengunjung menemukan fasilitas tanpa arahan panitia. Meskipun demikian, masih terdapat evaluasi pada strategi penyebaran *signage* yang tertutup kerumunan dan minimnya penunjuk arah keluar. Pada *reflective level*, *key visual* berhasil menanamkan pesan pelestarian budaya secara emosional, sekaligus secara signifikan meningkatkan citra festival di mata publik.

Kata kunci: *Key visual*, *User Experience*, Festival Budaya, Komunikasi *visual*, *Wayfinding*

ABSTRACT

*The Rewanda Bojana Cultural Festival is a cultural event held in Cikakak Tourism Village, Wangon District, Banyumas Regency, which highlights the tradition of feeding a troop of macaques around the Saka Tunggal Mosque as a symbol of harmony between humans and nature. As the festival develops, the execution of this event has not been supported by a well-planned and consistent visual communication system, resulting in a weak visual identity for the festival and a suboptimal visitor experience in the venue area. This study aims to identify visitors' information and visual element needs, as well as to design a user experience-based key visual capable of enhancing visual appeal, ease of navigation, and meaningful experiences for visitors of the 2025 Rewanda Bojana Cultural Festival. This study employs a descriptive qualitative method. Data collection was conducted through in-depth interviews with seven informants, consisting of four key informants and three supporting informants. Data analysis refers to Donald Norman's User Experience Theory in the book *Emotional Design*, which divides user experience into three levels of design: the visceral design level, behavioral design level, and reflective design level. The results show that the key visual design successfully fulfills the three levels of User Experience. At the visceral level, the design creates a strong first impression, evidenced by the enthusiasm of visitors interacting in the welcome gate area and the public perception that the festival looks more professional. At the behavioral level, this design concretely improves ease of navigation; evidenced by reduced crowd congestion and visitors' independence in finding facilities without the committee's direction. Nevertheless, there are still evaluations needed regarding the signage placement strategy, which was occasionally obstructed by the crowd, and the lack of exit directional signs. At the reflective level, the key visual successfully instills the message of cultural preservation emotionally, while significantly elevating the festival's image in the eyes of the public.*

Keywords: Key visual, User Experience, Cultural Festival, visual Communication, Wayfinding