

ABSTRACT

Indonesia's innovation ranking according to the Global Innovation Index in 2022 is ranked 75th out of 135 countries. This ranking can be further improved by creating a research and innovation area called Science Techno Park which focuses on research and development. One of the Science Techno Park institutions is Bandung Techno Park with a focus on the commercialization of innovative products in the fields of science and technology.

In supporting the commercialization program for innovative products, Bandung Techno Park has created several incubation programs. However, in 2022, compared to the previous year, the number of innovative product results will decrease. This is because Bandung Techno Park has not implemented visual communication properly, which has resulted in investors not understanding the function, role and what Bandung Techno Park produces. This also results in a lack of investor interest in collaborating.

This thesis uses visual communication design methods which include the form of images, aspects of the maker, and aspects of the audience. This data is collected in the form of a conclusion matrix and then recommendations are made. The results of the research can be concluded that a strategy is needed in external information media to attract and generate investor confidence by improving the quality of informative website content design in accordance with psychographic segmentation and VALS measurements of Bandung Techno Park investors. Can be achieved by applying communication and visual aspects. The communication aspect can be achieved using the Laswell model of communication methods, adding added value, presenting field facts and innovations, as well as using consumer attitude methods such as affect, conation and cognition. Visual aspects can be achieved by applying design principles such as unity, diversity, rhythm, balance, proportion and emphasis by paying attention to aspects of illustration, typography, layout and color.

Keyword: Science Techno Park, External Information Media.