

**Design Planning for the Re-Design of a Hotel Financial Management Book
Cover for Beginner**

Dhani Agustinus¹,Aryo Putra Rizqullah², Lukas Sugiyanto³, Lesfandra⁴

^{1,2,3,4} Politeknik Sains Seni Rekakreasi, Bogor

Email: *dhani@politeknikssr.ac.id*, *aputrarizqullah@gmail.com*, *lkssugiyanto@gmail.com*,
lesfandra.se.msi@gmail.com

ARTICLE INFO

ABSTRACT

Published: July, 31st
2025

Keywords:
*Redesign, Book Cover,
Software, Hotel Financial
Management*

Financial management is an important aspect in maintaining operational stability and sustainability. Hotel financial management books for beginners are an important source of information for students who want to understand the basic concepts of hotel finance. However, unattractive and unprofessional cover designs can affect reader interest. This study aims to redesign the cover of a hotel financial management book for beginners using attractive visual design principles. The design method uses research and development in the book cover redesign using graphic design software. The research model is implemented through pre-production, production processes, and post-production in creating the redesign. The results of the cover design can increase reading interest and provide a positive impression of the book's contents because it uses blue and green to depict a professional and fresh impression. Hotel images and financial graphs are used to illustrate the topic of hotel financial management. A clear and attractive book title is also used to motivate readers. This design is expected to provide an interesting visualization so that it can increase interest in reading about hotel financial management. drawing.

INTRODUCTION

The hospitality industry has grown rapidly to become one of the key factors in achieving competitive advantage (Manurung et al., 2024). This key aspect can be implemented by optimizing hotel financial management. Effective financial management not only contributes to the profitability of the hotel but also ensures the sustainability of operations and competitiveness in an increasingly competitive market (Hazmi et al., 2021). The importance of business actors in the hospitality industry requires knowledge of financial management because they hope to maximize their prosperity (Wahyuni et al., 2024). Increasing financial

literacy training for staff is crucial, as it will not only improve staff understanding of financial management but also equip them with the skills needed to manage budgets and financial reports more effectively (Masrukhan & Lita, 2025).

Financial management becomes a crucial aspect in maintaining stability and operational continuity. Financial reports generated by companies, such as balance sheets and income statements, can be used to evaluate financial performance through financial statement analysis (Syuhada et al., 2025). Therefore, books on hotel financial management for beginners play an important role as learning media for students, novice entrepreneurs, and hotel staff who want to understand the basics of financial management. However, many of these books have visual appearances, especially on the cover, that are less attractive and do not accurately represent the content and objectives of the material conveyed.

The book cover design serves various functions, including beautifying the appearance (esthetic function), creating purchasing interest (economic function), and depicting the content (practical function) (Negara, 2022). The cover design functions not only as a protector but also as the first visual communication media that influences reading interest and perception of the book's content. A well-designed cover can help increase attraction, strengthen the book's identity, and effectively convey messages to the target readers. The process of re-design or redesigning the book cover is an important step in improving visual quality and simultaneously enhancing the communicative function in accordance with the content, which explains hotel financial management. The shortcomings of existing book covers include unappealing design, lack of visual identity, lack of interest in the content, lack of professionalism, and lack of creativity.



Figure 1. Book Cover Before Re-Design

The book cover design is the first visual element seen by prospective readers and plays an important role in attracting attention and conveying the content of the book in a concise and communicative manner. The book "Hotel Financial Management for Beginners: A Practical Guide for Hospitality Students" is aimed at students and beginners who want to understand the basics of financial management in the hospitality industry in a practical and applicable way. This redesign effort is carried out by considering graphic design principles such as typography, composition, color, and illustration that match the characteristics of the target readers, namely beginners in hotel financial management. This study aims to explore the process and visual strategies in re-designing the book cover to appear more informative, attractive, and aligned with contemporary design developments.

The current development of graphic design technology provides various professional software tools to support the visual design process, one of which is Adobe InDesign. This application is widely used in the publishing industry because of its layout (layouting), typography capabilities, and integration with other graphic software. Utilizing Adobe

InDesign in the process of re-designing the book cover can be done more systematically, precisely, and produce designs that meet publishing standards.

This design development is an extension of Sari & Sari (2024) and Zahwa et al. (2023), who used redesigning product packaging, while the researcher focuses on redesigning the book cover. The purpose of this re-design development is to adjust the book's appearance to contemporary visual trends, as well as to emphasize the main target audience, which is hospitality students. Additionally, the new design is expected to enhance visual appeal, strengthen the message of the book's content, and give a professional impression from the first glance.

METHOD

Research Design

This design development uses the Research and Development Method. This method is employed to produce a specific product and to test the effectiveness of that product. The research model is carried out through pre-production, production process, and post-production stages in creating the re-design. Data collection techniques include observation, document analysis, theoretical literature, and research journals. The flow of the re-design process of the book cover "Hotel Financial Management for Beginners" can be seen in the diagram below.

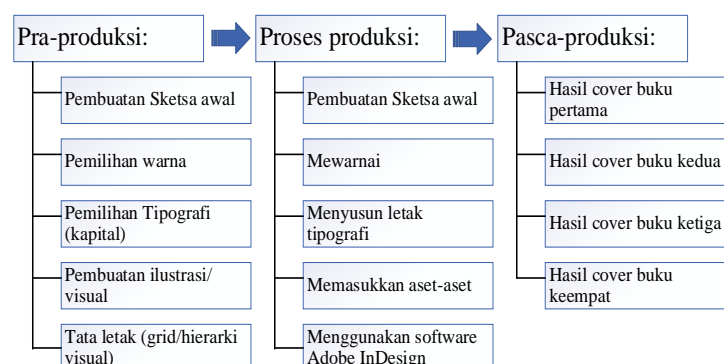


Figure 3. Mind mapping at Re-Design book cover

The methodology for this study is based on a comprehensive literature review and analysis of existing research articles related to educational management, strategy implementation, and school improvement. The primary aim is to synthesize key themes, findings, and insights from multiple sources to develop a clearer understanding of effective practices and ongoing challenges in the field.

The first step involves defining the scope and criteria for selecting relevant articles. This includes choosing recent and credible publications that address strategies, leadership, technology, and inclusivity in education. The selected articles encompass a variety of contexts and educational levels to ensure a broad and comprehensive perspective.

Next, data collection is conducted through systematic document retrieval from academic databases such as Google Scholar, JSTOR, and local educational journals. The criteria for inclusion involve peer-reviewed articles, government reports, and scholarly papers published within the last five years to ensure relevance and timeliness.

The third step is data extraction, where key information from each article is identified and summarized. This includes research objectives, methodologies, findings, and recommendations. Emphasis is placed on extracting recurring themes related to strategy implementation, leadership, technology use, human resource management, and stakeholder involvement.

Following data collection, the analysis stage involves qualitative synthesis. Similar themes and patterns are identified across the studies, and contrasting perspectives are contextualized. This step allows for the development of a coherent narrative that highlights best practices, common obstacles, and policy implications.

Finally, the findings are collated into a structured report that discusses the major insights derived from the literature review, providing a basis for further research or practical application in educational management. This approach ensures a systematic, transparent, and rigorous analysis of the existing body of knowledge.

RESULT AND DISCUSSION

Design Results

The redesign of the cover for the book “Hotel Financial Management for Beginners” resulted in 4 different cover re-designs, including front and back visualizations.

Pre-Production

In the pre-production stage, initial sketches were made. The structure of these early sketches for the re-design of the “Hotel Financial Management for Beginners” cover includes the header, book title, cover visual (illustration in the center of the sketch), author or student name, and footer. Additionally, colors were selected to convey visual meaning, a professional impression, and to target the audience segment (students/beginners).

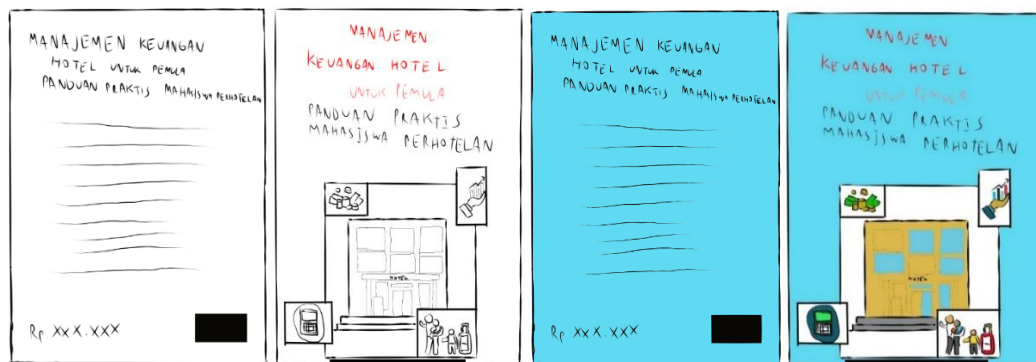


Figure 4. Process of Visual elements

In the above Figure 4, it depicts the process of visual elements in the initial sketch of the “Hotel Financial Management for Beginners” re-design, which has specific differences, including the full title, description text block, book price, and a box in the lower right corner for placing the barcode. Furthermore, on the front cover, there is the main title (bold, highlighted in red and black to distinguish important parts), the main image, four supporting illustration icons, and a visual style dominated by light blue color as the background, because it conveys a professional yet light impression.

The choice of light blue color in the re-design of the book cover has significant meaning and visual function, as it symbolizes calmness, openness, and light professionalism. Elements in the light blue color provide a cleaner and cooler visual space, with modern identity accents, illustrating graphics such as reports, financial charts, or tables. Transitions with gradient effects can also be combined with white.

The typography used by the researcher must match the theme, which is professional and educational. For both the front and back covers, a sans-serif font is used that appears clean and modern to give a professional impression and effectively segment the target audience (beginners/students). The characteristic of the typography combination includes the main title and sub-titles, generally using Montserrat with sizes 24, 14, & 18; the author's name uses Poppins size 12. On the back cover, the main title/sub-title uses Bauhaus93 font with sizes 24 and 14, while the synopsis uses Open Sans size 12, and lastly, the selling price uses Myriad Pro size 18.

Furthermore, in the re-design of the “Hotel Financial Management for Beginners” cover, creating illustrations becomes an essential visual element to support the book's content and attract beginner readers. The illustrations used by the researcher are not only decorative but must also be communicative, relevant, and supportive of the financial management theme within the hospitality context.



Figure 5. Illustration

The above image shows 5 important illustrations/symbols of visual elements in “Hotel Financial Management for Beginners.” These elements include a hotel guest (hospitality), financial charts, hotel building, calculator, and money. These illustrations involve the re-design of the “Hotel Financial Management for Beginners” cover and play a crucial role as visual elements that support the book’s theme. Therefore, these icons symbolize visual elements that serve as supporting indicators.

In the layout of the re-designed cover of “Hotel Financial Management for Beginners” made by the researcher, the arrangement must adhere to principles of readability, visual balance, and clear communication of the book’s content. The differences in the cover of “Hotel Financial Management for Beginners” include the main title, main visual, and author’s name. Meanwhile, on the back cover, there are elements such as the book synopsis, price, and barcode. The function of white space in the re-design of the “Hotel Financial Management for Beginners” cover is very important, especially in creating a professional, easy-to-read, and visually comfortable design. The layout structure for both the front and back covers can be seen in the image below.



Figure 6. Position of Cover Book Production Process

Production Process

The results of the four re-designs of the “Hotel Financial Management for Beginners” cover are as follows:



Figure 7. The Four Re-Design Book Cover Designs.

The re-design of the “Hotel Financial Management for Beginners” cover can be explained as follows:

First Cover

In the first design, the color balance uses a light blue background that is quite gentle. However, the professional impression could be stronger if replaced with a darker blue or given a gradient effect. The red color on the title is eye-catching, but the combination of red and black feels quite contrasting, so using dark red or navy blue might appear more formal. Regarding text layout, the size and hierarchy of the title are good, although the line spacing should be increased for better readability. The author's name is properly placed below the main image, but the font size should be enlarged for clarity.

Visual elements such as images of a hotel, money, charts, and a calculator are appropriate with the theme; however, their arrangement still feels disconnected. The composition should be unified, perhaps by adding a thin border to create harmony. The financial icons on the front should also have effects like shadow or borders to avoid looking pasted on. On the back, the descriptive text is informative but needs looser line spacing and the use of bullets for easier reading. The placement of the price should be smaller or moved to the bottom corner to prevent it from being too prominent. In terms of typography, the font choices should be limited to a maximum of two types, ideally a neutral serif or sans-serif font for better neatness and readability.

Second Cover

The second design has a dark blue background, providing a professional and elegant impression. The arrangement of the title appears more bold with a neat, modern font, and good hierarchy through color, such as yellow for emphasis. The main visual features a larger hotel image placed centrally, making it the focal point consistent with the book's identity.

However, the placement of additional images like money, cashiers, businesspeople, and backpackers around the hotel seems less harmonized, as it looks pasted on. The composition should be arranged with a grid, bordered with a thin line, or filtered with matching colors for a more uniform look. The title typography is good, but the author's name is too small compared to the title, so it should be enlarged for better proportion. The back cover's description text still feels dense and could be broken into bullet points. The placement of the price is adequate but could be made more neutral in color to prevent it from becoming a focal point. Consistent visual style is also important; mixing cartoon and realistic images can lessen the professional impression, so standardizing the style is recommended.

Third Cover

In the third design, orange is chosen as the background color, conveying a warm and energetic impression, suitable for attracting students. The title typography is more consistent across the front and back, with a highlight on "FOR BEGINNERS," making it more prominent. The hotel visual used is more modern and tall, which provides a better professional appearance compared to previous designs.

However, supporting images like money, calculators, tourists, and charts still look separate and disjointed. Composition should use symmetrical grids, circular layouts, or even a single illustration encompassing all elements in one scene. Another issue is the inconsistency of illustration styles, mixing cartoons, realistic images, and simple clipart. To improve professionalism, a single illustration style should be used. On the back, the text is still a long block, which is less comfortable to read; adding spacing, bullets, or highlighting keywords would improve communication. The author's name on the front cover is clear but could be

larger or bolded. The placement of the price is fine but should use white or dark gray colors to avoid clashing with the orange background.

Fourth Cover

The final design uses green, giving a fresh and educational impression, appropriate for a student guidebook. The title is clearly displayed, and emphasis on the words “FOR BEGINNERS” with magenta color successfully creates a focal point. The visual elements are quite varied, including images of a hotel, money, charts, a man in a suit with a calculator, and tourists, illustrating themes of hospitality, finance, and tourism.

However, the consistency of the visual style remains a crucial issue. The black-and-white hotel image appears too simple compared to the colorful other elements. It would be more appropriate to use a hotel image in flat design or colored illustrations for harmony. The layout of visual elements on the bottom right appears crowded and unbalanced, needing re-arrangement with a grid or a more harmonious collage composition. The author’s name is still too small and uses red, which has low contrast with the green background. The solution is to enlarge the font, use white or black color, and add shadow effects for better readability. The description text on the back looks dense and requires spacing adjustments or bullet points to highlight key points. Overall, the fourth design still feels pasted; aesthetic improvements like borders, shadows, or transparent backgrounds could help unify the visual elements.

Post-Production

The final result of the re-design of the “Hotel Financial Management for Beginners” cover is the final outcome of the entire design process, which has gone through pre-production, production, and post-production stages. The key points in the finalization phase of the re-design are summarized in the diagram below.



Figure 8. Final design

Visual consistency in the re-design of the book cover includes the main colors, typography, and illustrations. The composition features a well-structured layout, including the title, subtitle, author's name, and elements such as geometric lines or gradient

backgrounds that are properly positioned. The book's identity aligns with the target reader segment, focusing on the content or the harmony of the training program, making the book's identity a reflection of final technical quality. Additionally, the designer's work is prepared for printing at 300 dpi, in JPG or PNG format for digital needs.

Discussion

The researcher began the final presentation for the 3D book mockup as a product preview for the digital cover version through online stores or catalogs. The final revisions were made based on feedback from editors or publishers. The redesign of the book's layout has supported the message delivery process to the target, especially students, so verbal elements are used on each page of the book. The technique used for the illustration images in this book employs colorful 2D vector graphics.

The character design processing, initially created manually via MediBang Paint, was converted into digital format using Adobe InDesign. Several general concepts used in the redesign of the "Hotel Financial Management for Beginners" cover aimed to give a more modern and educational appearance, aligning the design with the target segmentation of hospitality students, and enhancing visual elements related to hotels, finance, and tourism.

There are four versions of the design, each with its advantages and disadvantages:

- The first version features soft, subtle colors with focused image composition. Its drawback is that the colors are too pale, and the image composition feels disconnected.
- The second version has elegant dark blue colors, bold titles, and realistic hotel images, but the supporting images are less harmonious in style and layout.
- The third version uses energetic orange, making the hotel image appear more modern and larger; however, it lacks consistency in illustration style and has an unorganized layout.
- The last version features a fresh green color, with clear titles and a strong tourism theme. The weaknesses include a simple black-and-white hotel building image, mismatched author's name placement, and images that look pasted on.

Conclusion

The conclusions for the Pempek Legenda promotion design are:

1. Developing a logo design that accurately reflects Pempek Legenda's values and brand identity is essential to ensure that the logo not only attracts attention but also clearly conveys the brand message to the audience.
2. Improving logo visual consistency across all promotional media is crucial to ensure proper recognition across various promotional platforms.
3. Creating a flexible logo version that can be used in different media formats without losing its visual identity is vital.

REFERENCE

Abdurrozaq, & Deni, G. R. (2022). Perancangan Branding Kre Sesek Sentra Tenun "Karya Mandiri" Sumbawa melalui Media Desain Komunikasi Visual. *JISIP (Jurnal Ilmu Sosial Dan Pendidikan)*, 6(1), 1821–1831. <https://doi.org/10.58258/jisip.v6i1.2638>

- Anggraini S., L., & Nathalia, K. (2020). *Desain Komunikasi Visual : Dasar-Dasar Panduan untuk Pemula*. Nuansa Cendekia.
- Bolung, B. G. E., Fairliantina, E., & Sugiyanto, L. (2024). Perancangan Website Sebagai Media Informasi Bisnis Fotografi Dan Desain Grafis Billy Geraldo Graphics. *Inovasi Pembangunan : Jurnal Kelitbangan*, 12(1).
- Enterprise, J. (2018). *Desain Grafis Komplet*. PT Elex Media.
- Hazmi, F. Al, Zenmira, K. N., & Budyawan, S. A. (2021). Persepsi Partisipan Terhadap Kualitas Pameran Seni Rupa Secara Virtual dalam Situasi Pandemi Covid-19. *Jurnal Tata Kelola Seni*, 7(2), 79–90. <https://doi.org/10.24821/jtks.v7i2.5239>
- Hendrawan, H. (2016). *Kreasi Desain*. Rosdakarya.
- Kristiyono, J. (2020). *KOMUNIKASI GRAFIS: Dilengkapi Panduan Teknis Desain Layout dengan Aplikasi Software Grafis InDesign*. Prenada Media.
- Manurung, G. G., Darmilisani, Yana, M. T., Anesha, S., & Zuriana, K. Z. (2024). Meningkatkan Manajemen SDM sebagai Faktor Keunggulan Kompetitif dalam Pariwisata dan Industri Perhotelan. *Jurnal Pariwisata Dan Perhotelan*, 2(2), 1–12. <https://doi.org/10.47134/pjpp.v2i2.3389>
- Masrukhan, M., & Lita, V. N. (2025). Jurnal Riset Ilmiah. *Jurnal Riset Ilmiah*, 2(1), 457–468.
- Negara, T. D. W. (2022). Analisis desain cover buku baca anak usia dini karya Gibran Maulana. *Imaji*, 20(1), 23–33. <https://doi.org/10.21831/imaji.v20i1.48100>
- Nugroho, S. (2015). *Manajemen Warna dan Desain*. Andi Offset.
- Sari, S. P., & Sari, N. D. (2024). Re-Disign Identitas Visual Produk Usaha “Kentang Mustafa Dapoer Bunda. *Creativa Scientia*, 1(2), 62–77. <https://doi.org/10.70429/creativascientia.v1i2.129>
- Sugiyanto, L., & Dilla, Z. F. (2024). Perancangan Website Sebagai Media Informasi Lagu-Lagu Nasional (UI / UX Design , Design Web Sebagai Media Utama). *Inovasi Pembangunan : Jurnal Kelitbangan*, 12(2), 193–200.
- Syuhada, P., Nuraini, & Hasibuan, R. P. S. (2025). Analisis Kinerja Keuangan Hotel pada PT Pollux Hotels Group Tbk. *Jurnal Akuntansi, Keuangan Dan Perpajakan*, 8(1), 123–132.
- Wahyuni, V., Abduh, T., & Setiawan, L. (2024). Pengaruh Kebijakan Manajemen Keuangan Terhadap Kinerja Keuangan Dan Dampaknya Ke Nilai Perusahaan Pada Perusahaan Sub Sektor Hotel, Restoran, Dan Pariwisata Yang Terdaftar Di Bursa Efek Indonesia. *Indonesian Journal of Business and Management*, 7(1), 160–171. <https://doi.org/10.35965/jbm.v7i1.5126>

Wahyuningsih, S. (2015). *Desain Komunikasi Visual*. UTM Press.

Zahwa, S. C. S., Chidtian, A. S. C. R. El, & Yani, A. R. (2023). Redesign Rancangan Identitas Visual Produk Somano Surabaya. *Jurnal Imajinasi*, 7(2), 1–13.