

DESIGN INSTAGRAM POSTER SANS HOUSE COFFEE SHOP

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ABSTRACT

Each café has its own uniqueness, from the facilities and the atmosphere in it. Currently the café is not only located in big cities, but it starts to exist in suburban areas with a variety of concepts, one of which is SANS House. Cafe located in South Tangerang provides a variety of drinks and snacks menu with a relatively affordable price when compared with the cafe in other places, so that the majority of the clientele consists of the student or students. SANS House has an unfinished industrial concept located in a residential area of Ubud Village, Ciledug. Sans House Coffee Shop requires an appropriate and effective promotional strategy targeted to be familiar and interested. In making effective media promotion design with SWOT method and research through interview, observation and literature study which become the basis of design. Then we get an effective promotion media design strategy to introduce Sans House Coffee Shop. Promotion media are media content Instagram, sticker, and poster. With the design of this promotional media is expected to introduce batik clothing Specta Wear to the public.

Key Word: (*promotion, strategy promotion, instagram*)

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Setiap Café memiliki keunikan tersendiri, mulai dari fasilitas dan suasana di dalamnya. Saat ini café tidak hanya berada di kota - kota-besar, namun mulai terdapat di daerah kota pinggiran dengan berbagai macam konsep, salah satunya adalah SANS House. Cafe yang terletak di Tangerang Selatan ini menyediakan berbagai menu minuman dan makanan ringan dengan relatif harga yang terjangkau bila di bandingkan dengan cafe di tempat lain, sehingga mayoritas pelanggannya terdiri dari kalangan mahasiswa atau pelajar. SANS House memiliki konsep unfinished industrial yang berada di lokasi di perumahan Ubud Village, Ciledug. Sans House Coffee Shop membutuhkan suatu strategi promosi yang tepat dan efektif sesuai target sasaran sehingga mengenal dan tertarik. Dalam membuat perancangan media promosi yang efektif dengan metode SWOT dan penelitian melalui wawancara, observasi dan studi literature yang menjadi dasar perancangan. Kemudian menghasilkan strategi perancangan media promosi yang efektif untuk memperkenalkan Sans House. Media promosi tersebut adalah konten media sosial instagram, stiker dan poster. Dengan perancangan media promosi ini diharapkan dapat memperkenalkan produk Sans House Coffee Shop kepada masyarakat.

Kata Kunci: (*promosi, strategi promosi, instagram*)