

“DESAIN MEDIA PROMOSI DIVISI MERCHANDISE DI PERUSAHAAN BOX STUDIO”

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ABSTRAK :

Kualitas produk, kualitas pelayanan dan media promosi merupakan dua hal yang menjadi faktor keberhasilan sebuah perusahaan saat ini. Desain menjadi penghubung diantara keduanya. Rancangan desain yang tepat pada media promosi pelayanan perusahaan dirasa dan diharapkan mampu menyampaikan ide, berita, informasi, dan ajakan pada orang-orang.

Kedudukan media promosi pelayanan perusahaan yang dinilai penting dalam keberhasilan sebuah perusahaan, melahirkan berbagai peluang usaha terutama di bidang jasa pembuatan media promosi. Secara garis besar bidang jasa media promosi berbentuk media digital yang juga dapat dicetak ke merchandise yang diinginkan seperti topi, pin, sweater, hoodie, Tshirt dan masih banyak lagi. Perusahaan Box Studio adalah perusahaan yang salah satunya bergerak di bidang merchandise dan konsultasi desain merchandise.

Kegiatan kerja praktek di perusahaan box studio sebagai studi lapangan dalam pengembangan pengetahuan praktik untuk mengetahui dan mengerti situasi serta kondisi dalam dunia kerja sesungguhnya. Dari studi lapangan ini memberikan visualisasi informasi mengenai nilai dari media promosi terutama media promosi pelayanan perusahaan. Semakin berkualitas rancangan konsep desain media promosi pelayanan perusahaan, akan semakin membantu dalam membangun citra bagus dan meningkatkan pelayanan serta pendapatan perusahaan.

Kata Kunci : media promosi, pelayanan perusahaan, desain, box studio

**"DESIGN OF MERCHANDISE DIVISION PROMOTION MEDIA
IN THE STUDIO BOX COMPANY "**

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ABSTRACT:

Product quality, service quality and promotional media are two things that become a success factor for a company today. The design is the link between the two. Appropriate design designs on media promotion of company services are felt and are expected to be able to convey ideas, news, information and invitations to people.

The position of media promotion of corporate services that are considered important in the success of a company, gave birth to a variety of business opportunities, especially in the field of manufacturing media promotion services. Broadly speaking, the field of promotional media services is in the form of digital media and can also be printed on desired merchandise such as hats, pins, sweaters, hoodies, Tshirt and many more. Box Studio companies are companies that one of them is engaged in merchandising and merchandising design consulting.

Practical work activities in the box studio company as a field study in developing practical knowledge to know and understand the situations and conditions in the real world of work. From this field study provides a visualization of information about the value of promotional media, especially media promotion of corporate services. The more quality the design concept of the promotion of corporate service media design, the more it will help in building a good image and improve service and company revenue.

Keywords: promotion media, company service, design, box studio