

PERANCANGAN MEDIA PROMOSI

KAMPUNG MAIN CIPULIR

Lukito Aji

NIM 42315010105

ABSTRACT

There are various kinds of promotional media that are developing at this time, from conventional media. Oldest promotion media is word of mouth. This promotion was often found in ancient times because there were not many advanced promotional media as of now. Examples of other promotional media are brochures, pamphlets, flyers, posters, billboards, advertisements in newspapers, television, glasses, wall clocks, business cards, stickers, and so forth.

Cipulir Main Village has potential as a tourist destination while the promotion process is less precise and effective according to the authors. So the authors provide solutions in promotion and can bring in many consumers.

Keywords: Playground Village, Promotion, Video



UNIVERSITAS
MERCU BUANA

PERANCANGAN MEDIA PROMOSI

KAMPUNG MAIN CIPULIR

Lukito Aji

NIM 42315010105

ABSTRAK

Ada berbagai macam media promosi yang berkembang saat ini, dari media konvensional. media Promosi paling tua adalah dari mulut ke mulut. Promosi ini banyak dijumpai pada zaman dahulu karena belum banyak media promosi yang maju seperti saat ini. Contoh media promosi lainnya adalah brosur, pamflet, flyer, poster, billboard, iklan di koran, televisi, gelas, jam dinding, kartu nama, sticker, dan lain sebagainya.

Kampung Main Cipulir mempunyai potensi sebagai tempat wisata keluarga namun dimana proses promosi yang kurang tepat dan efektif menurut penulis. Maka penulis memberikan suatu solusi dalam sebuah promosi dan dapat mendatangkan banyak konsumen.

Kata Kunci : Taman Bermain, Promosi, Video

