

## **ABSTRACT**

### **DESIGN FOR THE PROMOTION OF BANDUNG TIMUR PLAZA WITH AN INTEGRATED ACTIVATION STRATEGY**

*Bandung Timur Plaza is a shopping centre located in Ujung Berung, East Bandung. Founded in 2008 by PT. Pancamulti Niaga Pratama. At the beginning of 2014, Bandung Timur Plaza has decreased the number of visitors. It is caused by the absence of promotional activities that are integrated and well-planned to communicate the concept and its speciality, so that the community can not be received by the messages that Bandung Timur Plaza tried to convey. To find the solution of existing problems, the qualitative methods used in the collection of data are observation, interviews, and library studies, which aims to increase visitor Bandung Timur Plaza. After that, data is being analyzed using SWOT method (Strength Weakness Opportunity Threat) and also the AISAS (Attention Interest Search Action Share). The chosen promotion strategy is to communicate one of Bandung Timur Plaza's values which is the location, located near the audiences' houses. That message "Kedekatan yang Mendekatkan" delivered with a friendly and common thing in audiences' life, cooking or culinary experience. Communicated by the way of making an activity in Bandung Timur Plaza to drive the community or audience to come, or commonly referred to as activation. This activation is supported by some of the media of communication have a role in communicating the message in order to be able to reach audiences from different sides. Using visual concepts that are well known by audiences is felt can evoke a sense of audience interest to visit Bandung Timur Plaza.*

**Key Words:** *Promotion, Shopping Mall, Cooking, Media, Activation*