

ABSTRACT

MEDIA PROMOTION DESIGN FOR BPR KARTASURA MAKMUR CENTRAL JAVA

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BPR Kartasura Makmur is one of bank that established after the implementation of government's policy which is named pakto on october 1988 the content of the policy such as giving the easy to the founder of BPR. This bank established since 1990 and announced on January 2 1992, main office rural bank located on Kartasura, Central Java. Until now BPR has two branches and two cash office which is spread around Surakarta. Although this bank has been operating in the world of credit, this BPR has obstacles in design promotion media, design in every promotion media they seem unattractive and simple, even in the official website they only depend on blogspot and only use design template that's why it is unattractive. The website is unfriendly and also rarely updated, In the design of promotional media, uses several technique in collecting data such as observation and documentation on a promotion media which has been existed before, an interview with one of the employees of BPR and some BPR customers of Kartasura Makmur, and look for reference books or journals associated with a media campaign, For data analysis using methode TOWS matrix comparison between BPR one another. After redesigned the promotion media BPR Kartasura Makmur on the basis of the results of the analysis, is expected to make it more informative and attractive so that it can increase the number of customers.

Key World : Media, Promotion, Rural Bank