

ABSTRACT

MEDIA PROMOTION DESIGN PT. GUNUNG SAGARA BUANA IN BEKASI

PT. GUSANA is a manufacturing company in the field of industrial paints / coatings. The company assessed the potential for a certificate of product quality, skilled workers, good company management, satisfactory service, color can be selected as needed, etc. But every company not only has a certificate and the strength of the product, but also must have strong promotion. This is to inform the advantages a company with a strategy, especially in a promotion media. Promotion media is intended to convince companies that were targeted to be interested in collaborating. A promotion media the company also became one of the seriousness of the company to provide services and products needed. This is important because it can provide a higher level of confidence, but this time PT. GUSANA rated less attention to that. Preliminary analysis the authors explain that the promotion media of this company is not maximized, so not much is known. The author uses a qualitative method using descriptive data in the form of writing or speech resource in question. While data collection techniques using interview, documentation, observation, and literature study. Given this design, expected to target more familiar with the company well.

Keywords: Design, Promotion, Media