

## **ABSTRACT**

### **Strategy Design of Origins Coconutwood**

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Handicraft industry is one of the creative industries which contribute greatly to the growth of the national economy. Coconutwood Origins is an original brand handicraft businesses Indonesia. Origins Coconutwood have business opportunities are quite high, but still foreign to the people of Indonesia. This makes the number of sales Origins Coconutwood not increase significantly. To overcome these, the author get the data through observation, library research, interviews and analysis company. After obtaining the data, the next writer to do the design design strategy that includes the company's strategy in terms of design, such as media promotion. As well as the marketing strategies of the various results of the analysis conducted by the author. Media design are interrelated and mutually supportive in marketing strategies. Hopefully, by the design of this Final, Origins Coconutwood assist in determining the marketing strategy and appropriate promotional strategies in order to increase sales and expand markets. In addition it is expected perancangan this thesis help all those who need them.

**Keywords:** Strategy design, media promotion, industry, handicrafts, Origins Coconutwood.