

ONLINE BOUTIQUE PROMOTION GERAI HAWA
IN BANDUNG

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ABSTRAK

Gerai Hawa is an online boutique business which was found in the year of 2013, the online boutique is offering a Moslem Eve fashion and brought the concept of a simple design with a touch of casual clothing that can be wear for everyday outlook and activities by focusing on the product design itself with a blend of two layers suture material specifications in order to minimize the risk of invisibility (Teuku Wisnu, the owner of the online boutique Gerai Hawa).

The issues which raised in this thesis is the lack of promotion strategies undertaken by the online boutique Gerai Hawa in addressing the rapid development of fashion Moslem and impacted on increasing the competitiveness of the Muslim fashion boutiques and the no effectiveness on media campaign of online boutique outlets for being able to highlight the advantages of the product itself and makes it easy for consumers to purchase the product, in this case is the clothing.

After the reseach that has been done by doing an observation, interview and literature study method, the solution is found for these problems, which is media designing consist of mobile application, print ad, and booth. The strategies in promoting the media is using creative strategies AISAS.

The study of Visual Communication Design used as a refrence in the design for this promotion media. All of promotion media that has been designed are very effective media in order to make it easy for consumers to make purchases.

Keywords: *Boutique, Clothing, Gerai Hawa, Promotion*