

ABSTRACT

KAWANI PROMOTIONAL MEDIA DESIGN

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Nowadays, many people, not only men but also women, like to have outdoor activities like camping, hiking, climbing, caving, and rafting. Not only members of outdoor activities association who can do these activities, but every people can. Many people in modern civilizations believe that outdoor activities may be pursued for the purposes of finding enjoying life and relaxing. These facts increase the demand of outdoor activity needs like equipment, tour travel, and others.

Kawani is one of outdoor store in Bandung that provide many kind of outdoor activity needs. Realize that many outdoor stores grow rapidly in Bandung, Kawani needs a creative effort to promote the store, especially the new branch stores at Lengkong Besar and Dipatiukur. It is necessary to make a visual communication media that support Kawani promotion, considering currently media promotion in Kawani is very limited.

The data for this study were obtained through directly observation, interview, documentation study, and questionnaire-based. The data was analyzed and presented by using matrix and SWOT analysis. Improving Kawani's media promotion is expected to help Kawani introducing their business and increasing sale volume.

Keyword: media promotion, design, visual communication media, outdoor store, Kawani Bandung