

ABSTRACT

DESIGNING MEDIA PROMOSI OF HOBBYLINE

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ABSTRACT

Bandung is the third largest city in Indonesia after Jakarta and Surabaya. As well as the city of flowers, Bandung also known as a creative city. The toy industry is a creative industry that continues to grow in Bandung, evidenced by the many events organized in Bandung special for toy lovers where the event get enough interest from the community, and it invites entrepreneurs to open businesses in the fields of toys. Hobbyline is one of them.

Hobby Line has a characteristic in that they had focus on selling products. Action Figure Star Wars. Since started HobbyLine has had many promotions such as: word of mouth, solid media, whisper in the forum - forums on the internet. In 2011 Hobby Line started decided to reduce its promotional activities because they feel the benefits have been satisfactory. But after the promotional activity is reduced, Hobby Line now faces new problems. the difficulty of getting customers. Based on these problems the designer decided to design promotions of HobbyLine.

The designer used three methods of data collection. Pernyataan Orisinalitasobservation, literature and interviews. From the collection of these data the designer obtained the result for HobbyLine promotion. Promotion of digital media (website, social media), solid media (posters, flyers and x-banner) and reminding things (goodiebag, stickers, key chains and bookmarks)