

DESIGNING PROMOTION EVENT BIKE WALK BY BANOPOLIS IN BANDUNG CITY

These days bike/bicycling events development only focused on entertainment. If only bike events more focusing on social problem , then it would have a lot of benefits. The existence of Banopolis, a company that engaged in the field of non-machine transportation service had also participate in making such bike event. But, public nowadays aren't aware of Banopolis yet, its because Banopolis is only an start-up business that hasn't developing much. The need of company recognition has become important to engage public awareness of biking. Because of that, promotion strategy is needed to help Banopolis promote their products such as bike sharing or known as bike renting. Through study planning, it was found some effective way to send the information to the public, which is an event called Bike Walk by Banopolis. With illustration vector visualization styling and persuasive strategy, has formed a message sounds "Start Your Day With Biking, End Up Living Healthy", the message considered enough to motivate public to start biking culture. And then, bike stimulation as main media its sufficient for public to fulfill their curiousness and make an attempt.

Keywords : Promotion, Event, Bicycle, Banopolis, Bandung