

ABSTRACT

DESIGN SHOP ONLINE ADVERTISING PROMOTION ORIGIK.COM AS SUPPORT LEVEL SALES THROUGH INTERNET MEDIA

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ORIGIK is an online store located in the mall Balubur Town Square floor 1 Block C-03 Bandung, stores that sell gadgets, clothing and men's accessories. In addition they also have products of own production, namely baselayer TIENTO. Baselayer is clothing for exercising in any field, usually used as a shirt innards as protection from unwanted incidents. ORIGIK have been using the internet to market its products, the website, Facebook, Twitter, and Instagram. But because there are still new ORIGIK name in the world of online business, then there is little knowledge of the site and the products offered ORIGIK own.

Of these problems was made a design ad to introduce products from ORIGIK namely baselayer TIENTO as bait to introduce the online store site ORIGIK to the wider community. So that people know and visit the web site. Advertising impressions will be conducted via Youtube and supported by previous media such as Facebook, Twitter, and Instagram to inform the advertising to the general public.

From designing ads that do ads is able to introduce baselayer TIENTO and ORIGIK web site as a major online stores selling the products baselayer. And stimulate the audience to visit the website ORIGIK and able to reach the stage of purchasing products from the online store.

Keywords: online shop, internet, short advertisements.