

**PROMOTION MEDIA DESIGN OF
ARNIS WIGATI (AW) COMPANY
Aziz Adisurianto Hakim (1401124436)**

ABSTRACT

Kain tenun is the result of a fabric craft made from threads in weaving. Kain tenun is produced in various regions in Indonesia such as Sumatra, Java, Kalimantan, Sulawesi, Flores, and Lombok. Along the times, kain tenun is increasingly unable to compete with the imported fabric products. This phenomenon causes some people sympathetic to preserve kain tenun, ranging from individuals, communities, educational institutions, and businesses. One of these businesses is Arnis Wigati (AW), an fashion entrepreneur particularly in women fashion that combines the motifs of kain tenun with a contemporer style. As one ethnic brand in Indonesia, AW still need a promotion to enhance awareness in society. In this promotion media design, the methods that used for collecting data are observation and interviews. Data analysis methods that used are SWOT analysis and matrix analysis comparison between AW with a kind of fashion brand. The result of this design in the form of digital media such as blogs and social media ads as a solution to the problems of the company. This design of promotion media is expected help AW to increase their brand awareness.

Keywords: media design, promotion, tenun, ethnic.