

ABSTRACT

VISUAL PROMOTION DESIGN RESTAURANT “WARUNG SEKAR TAJI”

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Java is one of the islands in Indonesia with its many citizen and vast majority of tribes and cultures. Especially East Java which has a wide variety of traditional food. Each food in this part of Java is famously delicious, with their own unique flavor. "Warung Sekar Taji" is one among many restaurants serving East Javanese Food. Unfortunately, "Warung Sekar Taji" is not widely known because the effort to promote it is not maximized. Research is done by observation method, collecting various theories related to this design and interviewing expert from a Chef to know the cuisine of East Java and the field of promotion as a reference, and spread the questionnaire. While the analysis used is the comparison matrix method and SWOT analysis to describe the advantages and disadvantages of this promotional media. The design is focused on traditional culinary elements with full Culinary Events that follow the Restaurant "Warung Sekar Taji" as a reference in the visualization of media that includes booths, stationery, menus, posters, leaflets, banners, websites, and social media. The plan is made to raise public awareness and re-introduce "Warung Sekar Taji" as a traditional East Javanese Restaurant to not only Javanese People, but also to the general public in Jakarta. Through an effective and efficient promotion, "Warung Sekar Taji" Restaurant is hoped to be a brand awareness among the general public.

Keyword: promotion, restaurant, traditional.