

ABSTRACT

KINERUKU PROMOTION DESIGN WITH LOW BUDGET HIGH IMPACT

Kineruku is library which combine the concept of music, movies and Café. In addition, kineruku also decorate their library as comfortable as possible and feels "homey" in order to make visitors feel comfortable and like being on their own home. Eventhough Kineruku was already applied the concept of a unique and creative, Kineruku have a problem such as, the unstable number of visitors, the increasing number of visitors only occurs when Kineruku hold certain events. This is due to lack of promotion by Kineruku, in addition to the lack of budget Kineruku owned was the one of constraints that inhibit the income of Kineruku. In order to find the perfect solution for existing problems, qualitative methode will be used in the data accumulation that aims to stabilize the number of visitors of Kineruku. After data accumulation, furthermore, data will be analyzed using SWOT (Stregth Weakness Opportunity Threat) and AISAS (Attention Interest Search Action Share). So, the promotional strategy "Low Budget High Impact" is found and will be applied on Kineruku by promoting the qualities of Kineruku as a comfortable place to read, looking for music reference, movies and Café. A message that the visitors could get is "here you could get the comfort for you and him/her" and delivered by using the target audience's preference, which is the IndieClopedia event.

Keyword: *Promotion, Library, Low Budget High Impact, Activation*