

ABSTRACT

These days, the entertainment industry has developed a lot, one of the developing entertainment industries is the Star Wars franchise including their toys sector. In March 2017, Bandai, the leading toys company from Japan, whose fame is for assembling toys, worked together with Star Wars producing "Star Wars Plastic Model Kit" toys. However, these toys didn't reach the selling expectation in Indonesia, even more they are losing. This happened because of the lack of target audience awareness to this toy and also the lack of promotion from the producer. The design of this promotion is using several methods, which are SWOT analysis method and AISAS.

Keywords : Promotion, Toy, Star Wars