

ABSTRACT

The event is one of communication strategy that many exploited by company and government to introduce a superior self or product sold to the audience. Utilization of events as a promotional tool is often considered more effective than the allocation of funds with the mass media. In planning a special event, of course, requires careful preparation, and must use promotional strategies that are appropriate and interesting to the audience. Sawahlunto International Songket Carnival is a very grand annual event in Sawahlunto City which was held for the first time on 28-30 Agustus 2015 initiated by the mayor of Sawahlunto Ali Yusuf. This 3 years old event is held by Sawahlunto city as one of the means to present and visualize the potential songket of Sawahlunto which is a very extraordinary influence on the economy of the people there. In addition, this event is also a means to promote various crafts community and tourism potential of Sawahlunto City, West Sumatra in the era of the ASEAN Economic Community. However Sawahlunto International Songket Carnival is still lacking in the handling of promotions, and it affects the year-to-year changes in the number of visitors who participate and witness the majority of the local people only. Therefore the need for improvement in the handling of promotional strategies with audiences that have been determined 18-35 years, this design is used to improve the image of the event Sawahlunto International Songket Carnival. With the design of this promotional strategy is expected to provide a visual identity, especially in the event Sawahlunto International Songket Carnival. This identity will be useful for the introduction or promotion of the city of Sawahlunto to anyone especially to tourists both local and international and on the other hand can give an advantage to the city event held by the city government of Sawahlunto. From the results of this research is the design of promotional strategies that use the form of AISAS media strategy, from media strategy that used to function as an information media and used as a tool to visualize the event Sawahlunto International Songket Carnival. After doing research and observation media campaign that used is, poster, billboard, flyer, merchandise, web, teaser video. And do a little extra rundown that is pre-event in order to introduce and convey information evenly, especially on the island of Sumatra.

Keywords: Promotion, Culture, Advertising, Event, Sawahlunto