

ABSTRACT

DESIGN OF THE SAMSUNG GALAXY J8 PROMOTION

The design of this promotion was made to promote Samsung Galaxy J8 products. This is raised and done because, Samsung Galaxy J8 products have media promotions and also public awareness about the Samsung Galaxy J8 is very lacking. For the target audience targeted from the Samsung Galaxy J8 are the early adults namely First Jobber and students with social status and above and have an interest in technology development and also a hobby in taking moments with selfies. The Samsung Galaxy J8 is the latest smartphone in August 2018 which has a dual camera feature with a super AMOLED display screen and features that are able to give a sense of fun in capturing the moment of selfie and also the Samsung Galaxy J8 is able to fulfill work and learning needs so will feel productive in doing work. The method used in this study is a qualitative method. Therefore, it is expected that the design of this promotion can increase community Awareness against the Samsung Galaxy J8 so that it simultaneously increases the number of sales of the Samsung Galaxy J8.

Keywords: product promotion, productive smartphone, qualitative, media

