

ABSTRACT

PROMOTIONAL DESIGN FOR TWO-WHEELED MOTORCYCLE EXHAUST UNKNOWN PRODUCT

Unknown Product is an accessory for two-wheeled motorcycles, namely exhaust, unfortunately the awareness of the exhaust product is very small due to the lack of promotion. In addition, Indonesia is tarnished with the manufacture of fake exhausts, there have been many cases in Indonesia are regarding the manufacture or use of fake exhaust. Unknown Product is an exhaust that has high quality and follows regulations regarding noise according to the Act. "The design of Unknown Product" Two-Wheeled Vehicle Exhaust Promotion "aims to gain awareness, inform, remind, and convince the target audience To buy or use the exhaust from Unknown Products. The promotion design uses qualitative methods in collecting data such as interviews, observations, questionnaires, and literature studies with SWOT and AOI analysis. This design is intended for the target audience of young adults 20-25 years fresh graduate and first jobber in urban areas. With this strategy, it creates creative ideas and creative media that are suitable for the target audience.

Key word: Promotion, Design, Product, Exhaust