

ABSTRACT

DESIGNING PROMOTION OF NORTHWOOD COFFEE & EATERY

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First opened in 2015 at jl. Gegerkalong Hilir No.179, Northwood Coffee & Eatery is a café that offers a comfortable atmosphere and coffee based beverage products and other food and beverage menus at affordable prices. Northwood Coffee & Eatery expanded by opening new branches in several places in Bandung . The problem is the lack of visitors to the new branches of Northwood Coffee & Eatery compared to the main branch. With the promotion design of Northwood Coffee & Eatery, it is hoped that it can become a reference for promotional and marketing activities for Northwood Coffee & Eatery to increase the number of visitors to all Northwood Coffee & Eatery café.

By implementing promotional mix and designing creative strategies using the AISAS model and SWOT analysis, the author seeks to design the penetration of new market segmentation for Northwood Coffee & Eatery with target audiences dissected using AOI analysis. The research method carried out in this design is a qualitative research method by collecting data using data triangulation with literature studies, interviews, and questionnaires. The results of this design are in the form of design of the promotional activities which are expected to increase the number of visitors to the cafe Northwood Coffee & Eatery.

Keywords: Strategy, Promotion, Advertising, Visual Communication Design