

ABSTRACT

Designing Strategy and Implementation in Visuak Media For Sekar Jawi

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Beauty products are one of the fastest-growing industries in Indonesia. The emergence of various trends in beauty products that have influenced the consumption patterns of society, especially women who are the main target of this industry. Tight business competition in the beauty care products industry poses a threat to Sekar Jawi, a traditional beauty care product manufacturer from Yogyakarta, to be able to maintain its business. The lack of use of visual media on existing promotional media is not yet optimal and well-targeted. In connection with this problem, this study, the author seeks to obtain the required data through observation methods, literature studies, and interviews with business owners. Then the authors design the design strategy from the results of the analysis that has been done in the form of designing promotional media and innovation around design issues. It is expected that the existence of this Final Project can increase Sekar Jawi's Brand awareness so that it can regain market share in beauty products, as well as produce effective, optimal and targeted promotional strategies for Sekar Jawi

Key word : design strategy, promotion strategy, sekar jawi