

ABSTRACT

Nowadays there are many entertainment places and cafes in Bandung. Like one place in Bandung, namely Cats and Ice Cream. a place to chat with dozens of fantastic valuable cat collections and also different types of cats, visitors will also get one scoop of ice cream afterwards without having to pay again. unfortunately this place has not opened up to promote the place widely because according to him it will cost a lot of money and do not know the level of engagement from the community. This study aims to explore the problem as well as spread information creatively by using a variety of media to increase attractiveness so that potential visitors visit Cats and Ice Cream. Sharing information media related to the product will greatly help increase the interest of the product being introduced. The results of the analysis have been carried out in stripping the problem, and generate ideas to make the main media in the form of youtube videos assisted with several supporting media that are distributed online or offline.

Keyword : Play, Learn to love animals, have fun, family