

ABSTRACT

Niurwatch is a product in the fashion sector, which is a unique watch and is domiciled in the city of Bekasi. with unique raw materials this product is also quite affordable unlike other products. This final project report entitled "Designing a Niurwatch Promotion Strategy in the City of Bekasi" aims to inform and strengthen the USP and the benefits that Niurwatch has, because the promotions carried out by Niurwatch are not appropriate and the message of this product is not conveyed to the public making this product unknown to the city community. Bekasi. So, the solution to the above problems is to design a creative strategy for promotional strategies in various media that are suitable for the target audience that you want to target. The method used is a qualitative method in collecting data in the form of documentation data, photos, observations, and interviews. This design is shown to the target audience of adult male and female men from middle to upper middle social classes in the city of Bekasi. Then the author will carry out a creative strategy in promotion in accordance with the target audience so as to achieve the goal of increasing awareness and increasing sales of this product in the city of Bandung.

Keywords: *Watches, Unique, Cheap*