

ABSTRACT

Millennials tend to prefer to shop online through marketplace and other media than having to come to the store directly, in addition to saving time shopping online also does not consume energy. Batik Suminar Kediri has not understood that the design of the right promotional strategy to attract the sympathy of consumers who will buy the product , it will have an impact with the lack of sales of products marketed, because it relies only on the sale of products through stores or outlets. Suminar Kediri Batik Promotion Strategy Design aims to solve problems and know the right promotional strategy so that the marketed products can be known by the public and products can be sold to the maximum. This study uses qualitative approach with naturalistic methods, and data collection methods using observations, interviews, library studies, and questionnaires, with these methods can provide valid data that will later become a fact. This research is useful to increase sales that have been the problem of Batik Suminar Kediri by creating an event and promotional approach conducted through social media that aims to attract millennials' sympathy for batik products.

Keywords: promotion, millennials, sales, events, social media.