

ABSTRACT

At this time bedcovers have become a lifestyle for people, especially among young people who prefer motifs that suit the tastes of young people today, to add an aesthetic impression to their rooms. A homemade MSME, namely Gestrella Bed linen, sells a bedcover product, which provides bedcovers with various motifs that are able to attract consumers' attention. Different from the others, all products are available so it doesn't take long to enjoy the desired product. However, the public and young people do not know about the existence of Gestrella Bed linen, so sales are still below the target. Therefore, Gestrella Sprei requires a creative message strategy to increase sales and achieve the desired target. The purpose of this design is to determine the main message and visual strategy in promotion that is suitable for the target audience, namely young people. In this design the method used is qualitative and descriptive by conducting direct observations to the production site of Gestrella Bed linen, conducting interviews with the owner of Gestrella Bed linen, distributing questionnaires to the people of Bandung, and Literature Studies. Based on the data obtained, the author in completing this final report by carrying out creative messaging strategies and visual media that are in accordance with the target audience, namely young people, so that consumers can be interested in Gestrella Bed linen products. With the existing strategy method, the author applies an active message strategy and visual media to support the promotion process of Gestrella Bed linen products.

Keyword: Comfortable, active, bedcover, homemade, contemporary, motive, active and creative