

ABSTRACT

Having a dream house is everyone's desire when they yearn for their dream home. Homeowners certainly want their dream house according to a design style that has deep meaning both in terms of architecture and interior. Interior Design is a service that people can use to make this happen and the Rumah Pohon Design is one of the companies that work in the service sector which has been established since 2015 in the city of Bandung. What distinguishes Rumah Pohon Design from other companies is that the company has a vision of 'Value Of Life' in every project that the company undertakes, namely the company wants corporate clients to get deeper meaning with their lives from the room or house that the company works on. Unfortunately, people are still not familiar with the Rumah Pohon Design because the promotions that the company does are considered still lacking due the company still very lacking in doing promotions. This causes the company to be less able to achieve sales targets because the company is still unknown by the public. This research is intended so that the author can identify these problems so that later the company will be able to apply the problems that the authors solve to increase sales and the company would be able to be known by more people. By using qualitative methods, data collection is done through case studies, observations, and interviews. This research is aimed at an adult audience, both male and female, such as business people, office workers, and even housewives who need interior and architectural services so that a mature promotion plan is needed so that the company name can be better known by the wider community and company sales can be increased.

Keywords : Interior Design, Servises, Increasing Promotion, Rumah Pohon Design.