

ABSTRACT

Year 2020, it's the year that Coronavirus pandemic has begun and affecting almost every single country in the world, because of this pandemic season it greatly affect human daily activities, starting from education, social interactions, tourism, and even economic sector. In Indonesia, economic activities keep getting lower and lower, it affecting industries to keeps getting loss because the low income from the impact of low buying power by the people. Almost every single tricks is applied by industries in the world or Indonesia, its intended to survive and avoid a much greater loss in this pandemic season. There is many ways for big companies to do a unique and interesting promotion activities for their consumers, one of the example is giving a drinking cup as merchandise. Drinking cup often used by companies as a promotion material because of the price of cup production is relatively cheaper than others alternative and by the fact that cup is one of the houseware that is used for daily activities, but usual cup design that being used as a promotion material nowadays is often looks really basic and lack of creativity, this situation can be used by companies as a chance to be more creative in its promotion material design than the others so the company will have a chance of getting more consumers.

Keywords : Coronavirus, companies, drinking cup, promotion material.