

ABSTRACT

The problem behind this research is that Geoff Max Footwear sellers are stagnant in the midst of increasing hype for local brands, from 2019 to 2020 Geoff Max Footwear sells approximately 5000 pairs of shoes per month and does not differ much in the following months, so this study aims to make promotion strategy to increase sales of Geoff Max Footwear. The method used in this study is a qualitative method by searching for data through observation, interviews, questionnaires, and literature studies. The data obtained were analyzed using relevant theories such as DKV theory, Advertising, Promotion, Media, New Media, Digital Advertising, Cinematography, and Webseries.

Data collection in this project will use qualitative methods by conducting in-depth interviews, observation by conducting a survey directly to the location of Geoff Max Footwear's office, and collecting questionnaires. The data that has been obtained were analyzed using analytical models such as SWOT, AOI and AISAS with a literature study of promotion theory, advertising, DKV, creative strategy, media and tourism which are interrelated as a reference in making this final project.

The results of this study are the design of an appropriate promotional strategy and can be an answer to the background of the Geoff Max Footwear problem through a meet and greet event with the cast of the film "Langkah" and the film is shown regularly on the Youtube platform in order to attract consumer interest in Geoff Max Footwear.

Keywords : Geoff Max Footwear, Promotion Strategy, Promotional Media.