

ABSTRACT

Gofee is one of the coffee shops located in the South Tangerang area, precisely in Bintaro, which is an MSME and was established in 2018. This place sells various menus, starting from coffee drinks to non-coffee, the main focus of Gofee sales is to come directly to place or offline order. The service provided by Gofee is form of dine in or drinking on the spot and also take away. But during the Covid-19 pandemic, Gofee had to be able to think about how to stay afloat in this very unexpected situation, so at first Gofee used sales methods online such as selling their products through Instagram and Tokopedia and could also be distributed through Gosend, but few fans. This is due to the lack of promotion in selling online. This problem can be solved by holding a Gofee Promotion in the South Tangerang area to attract more customers. This promotion design uses qualitative methods with finding the right strategy to inform about Gofee, designing creative and attractive promotional strategies in order to increase consumer interest in Gofee. This promotional design aims to provide related product information and provide innovations from interesting media, so that it is easily accessible via online, as well as create a design that can attract people's attention through media online to increase Gofee sales. The result of this research is the design of product promotion using the AISAS method as a media strategy, by utilizing various information facilities to promote Gofee based on social media. The author hopes that with the promotion design. In this case, the author can assist in the exploration of advertisers and visual communication designers in solving the problems of promoting similar products, especially in the South Tangerang area.

Keywords: Product Promotion, Advertising, Gofee, Coffee Shop, Social Media Platform, Online Shopping, Coffee