

**ABSTRACT**  
**PROMOTIONAL DESIGN FOR ESENSI STUFF IN BANDUNG**  
**CITY**

*Currently, people have mobility and their respective activities are so dense. However, in doing so, they need a product that can support it effectively. Due to the increasingly dense and busy mobility, of course the need for luggage will increase according to the portion of work. Essence Stuff is here as a product that can support this with its simple advantages, more functions and affordable high quality. The presence of Esensi Stuff is in line with the needs and lifestyle of minimalist society. The simple design and compatible functions make it easy for people to carry out their activities in a simple, effective and simple manner. The aim of this research is to increase awareness of Esensi Stuff as a daily stuff brand that can support people's mobility in a simple and functional way. With the benefit of research that is Esensi Stuff can increase their sales. The method used in this research is qualitative through interviews, questionnaires, literature studies and observation.*

*Keywords: dailystuff, promotion, minimalism.*