

## ABSTRACT

*The Phenomenon that is currently happening in Indonesian society about a person's level of success is decided by having their own house, and it motivates the millennial generation to have their own house or property. According to the Department of Macprudential Bank of Indonesia's data, the young debtors (26-35 years of age) have dominated housing loans (KPR) since 2014 - 2018. Due to the urge of having their own residence for millennial generation, the need of spatial harmony in a dwelling will increase because interior design of a house it's not always about aesthetic, it affects the house owner's psychology like the sense of security and the quality of life, therefore this phenomenon is used as an opportunity for Perdana Home Decoration. The objective of this study is to raise brand awareness of Perdana Home Decoration by designing a promotional strategy and conduct an analysis to select which media that would suit to increase the sales of Perdana Home Decoration. Efforts to increase the brand awareness of Perdana Home Decoration due to the lack of public knowledge about Perdana Home Decoration. The method used in this study is a qualitative method, because the research refers to a phenomenon that occurs in society. For data collection, the authors use the methods of observation, interviews, questionnaires and literature study and will be analyzed using the AOI, SWOT, and AISAS methods. The results of the research will be in the form of an integrated promotional strategy followed by a selected media that are effective for promotion. With this research, Perdana Home Decoration will be better known by the public and will get an increase in sales.*

**Key Word:** Brand Awareness, desain interior, promosi