

STRATEGICAL PROMOTION DESIGN FOR AQUAJAYA

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ABSTRACT

This research was motivated by the phenomenon of increasing hobbies used to increase productivity during a pandemic. It is known from google trends data, that hobby searches were increasing at that time, one of which was the hobby of aquascape. One of the SME's that had been in this field long before the trend became known was the Aquajaya store. This aquascape trend was hotly discussed during the pandemic yesterday because it became a hobby that many people occupied. After experiencing an increase in sales, aquajaya stores experienced a decline both offline and online. Due to the declining public interest in this aquascape, one of the main factors is that aquajaya is not doing promotions and improving visualization on social media in order to increase sales. Therefore, the formation of the purpose of this research is based on finding solutions to the design of appropriate promotional strategies to increase sales and provide the right message to the right target audience. This is useful for knowing what media and visuals are suitable for use by this Aquajaya store. In this study, data collection and data analysis became the method chosen by the author. The author also makes observations, interviews with relevant sources, and conducts questionnaires to respondents such as communities who have an interest in the world of aquascape or potential customers and also study literature. From all the data that the author has obtained, this data will be analyzed using the SWOT and AOI methods.

Keywords: AOI, Aquascape, Aquajaya, Hobbies, Promotion Strategy, SWOT