

ABSTRACT

DESIGN PROMOTION FOR WARUNG BANDREK DAGO PAKAR BANDUNG

Sulthan Nugraha 1601183399

In today's digital era of globalization, social media is very much needed to find the latest information in everyday life. This social media platform is in great demand by many people to find the latest information. One of them is Warung Bandrek, Warung Bandrek is a Coffee Shop that stands in Dago Pakar Bandung, Warung Bandrek itself does promotion through only one platform, namely Instagram. However, Warung Bandrek itself has recently experienced a decline in sales due to a lack of promotion, Warung Bandrek also wants to promote on various platforms not only through Instagram but also through TikTok, Youtube, Facebook, and Twitter. The use of social media can also be seen from various groups of teenagers, and adults with an age range of 17-30 years. In the current digital era, social media such as Instagram, Tiktok, Youtube, Facebook, and Twitter are very influential in promoting a business/brand so that it can be seen by many people. Therefore, Warung Bandrek uses brand awareness for its marketing in order to increase its sales and cover a wide market. However, to cover a wide market and sales effectiveness, it is necessary to use both digital and print promotions. In conducting this research data were collected through interviews, observations, questionnaires and literature studies. Then the interview analysis, the results of the questionnaire, SWOT and matrix were carried out. By conducting this research, it is hoped that it can grow brand awareness from the target market and the public towards Warung Bandrek. **Key Words: Design, Promotion, Media**