

ABSTRACT

This research aims to design effective promotional visual media for EIGER RIDING. Promotion through visual media has an important role in attracting consumers' attention and influencing purchasing decisions. An analysis was carried out on the profile of the target market, competitors, and design trends that are relevant to the two-wheeled automotive brand industry. With a qualitative approach and descriptive method, data and information are collected through literature reviews, literature studies, interviews, and direct observation of competitors. The result of this study is the visual design of EIGER RIDING promotional media which includes various elements. This design is based on a deep understanding of the EIGER RIDING brand, brand values, and target market preferences and expectations. The resulting promotional visual media is compatible with the EIGER RIDING brand identity and is able to differentiate this brand from its competitors.

Keywords: Visual media, Design promotion, Eiger Riding.