

DESIGN OF UNIVERSE DIGILABS PT SEMESTA INOVASI NUSANTARA PROMOTION

ABSTRACT

Nowadays Indonesian people are increasingly using digital media to interact, find information, and do business. One such digital media is social media. Shifts in business are caused by changes in people's consumption habits, and for entrepreneurs who understand their consumers develop according to the phenomena that occur. Universe Digilabs is a brand of PT Semesta Inovasi Nusantara which is a company engaged in multimedia and digital services that has services such as social media management, graphic design, website development, videography, and photography. The promotions carried out by Universe Digilabs are less interactive and optimal, and even tend to be verbal, which has an impact on the limited reach of promotions, so they have not been able to achieve the desired brand awareness. Therefore, interactive, trendy, and optimal promotions will be designed to help Universe Digilabs increase brand awareness in the community. Data in this design was obtained through observational data collection methods, interviews, questionnaires, and literature studies. Then the data is analyzed with comparison matrices, questionnaire analysis, interview analysis, and SWOT analysis to produce outputs in the form of visual identity design, and promotion to help Universe Digilabs in achieving the desired brand awareness.

Keywords: Shifting, brand awareness, promotion