

ABSTRACT

Barbershops are increasingly in demand by the younger generation today since 2018. The increasing popularity of the Barbershop trend means that competition is quite tight and there are competitors. Along with the development of technology, information and the rise of the barbershop trend, currently smartphones are influencing the progress of barbershops. There are several barber services that call and make haircut reservations or often called home services. Barbercome, which is an idea-based on-call barber service startup, still does not have promotional media to introduce their startup to the public. Therefore, this research aims to help them introduce and increase awareness of Barbercome to the public by creating promotional media so that it can help people who tend to be busy to find out about the existence of Barbercome. The data used in this research was carried out by means of observation, interviews, and questionnaires, and then using comparative matrix analysis to create an effective promotional media design by creating a design that can be applied to all promotional media used. So with that, Barbercome can try competition in the market and help it to be known by many people.

Key Words : Barbershop, Barbercome, Smartphone, Promotion Media