

ABSTRACT

At this time in the industrial world such as jersey apparel has a lot of competition, therefore it is necessary to make a promotion so that prospective consumers want to make jerseys at the Republic of Jersey. The theory used to make a promotion in this design is to use data analysis theory, SWOT analysis, target audiences for the process of obtaining data, and other theories such as visual communication design theory, there are theories of color, shape, line, typography for the design process. The next step is to enter observation data to get a lot of information about the apparel that you want to work on the promotional design, starting from owner interviews, interviews with prospective consumers, and also conducting questionnaires on prospective consumers who are in sports community groups, and other communities that need a jersey. After getting all the data and theories that have been collected, then continue to the design process, the design process starts from the first input of the big idea that has been collected based on the observation data that has been collected and the theory used, then design it to make promotions on social media for republic jersey apparel. If you have done the design, a suggestion and conclusion will appear that has been obtained from this design.

Keywords: Promotional Content, Promotional Media, Sports Lovers, Republic Jersey, Bekasi