

ABSTRACT

This abstract discusses the importance of designing promotional media to support marketing of Master Bamboo Decorative Lamp products. The problem raised is the lack of effective and interesting information media, so that consumers have difficulty understanding the details of the products offered. The aim of this research is to design promotional media which includes e-catalogues, printed catalogues, brochures and other supporting media to convey product information effectively, attractively and professionally.

This research uses a graphic design approach with visual design methods involving needs analysis, design concepts, and testing the effectiveness of promotional media. The design process is carried out based on branding, marketing and promotion theories to ensure that the resulting media can increase the attractiveness of the product and make it easier for consumers to understand the information.

The research results showed that the promotional media designed was successful in increasing visual appeal and strengthening the brand image of Master Bamboo Decorative Lamps. E-catalogs function as the main media with wide digital access, while printed catalogs and brochures complement promotions in physical stores. Supporting media such as X-banners and mugs provide added value in supporting marketing strategies.

Keywords : : *Promotional Media, E-catalog, Graphic Design, Product Promotion*