

## ABSTRACT

*Tasya Rahmi. 1401100116. 2014. "Designing Media Promotion MASBASH ICE as an Alternative Product Variations Menu Vegetables for Children in London". Thesis. Visual Communications Design Studies Program. Telkom University Faculty of Creative Industries.*

*Children at the age of 4-8 years in the future growth requires both substances in vegetables, but children at that age tend to dislike vegetables. Children need variety in terms of the presentation of the menu to eat vegetables. Diet can vary the vegetables into pudding, juice or ice cream. Masbash cafe is one of the cafe selling ice cream made from vegetables which can be used as an alternative variation vegetable diet for children. In this case Masbash Ice has done promotional campaign carried out but it is less precise on the target. This final project consists of the design of a media campaign with the target marketing is women aged 25-30 years. Media campaigns are used, among others, billboards, posters, mini-banners, merchandise, brochures, menus and facebook fanpage. The media campaign is designed with the goal of introducing products Masbah Ice can be used as an alternative to a varied menu of vegetables for kids who do not like vegetables.*

*Keywords: Children, Mothers, Vegetables, Masbash, Media Promotion*