

## **ABSTRACT**

### **DESIGNING WEBSITE AS MEDIA PROMOTION FOR SNEAKER CLEANER JAKARTA**

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One of fashion that is being crowded worn young people today are sneakers. Increasing number of users sneakers that appeared in major cities, especially Jakarta, exploited by Sneakers Cleaner to offer maintenance services in the form of washing and cleaning sneakers thoroughly.

However, the problem then arises when "sneakers cleaner" run the business. Ranging from promotion through social media is not optimal. The lack of information about the services they provide to the consumer until the absence of excellence that distinguishes sneakers cleaner with similar competitors. It required a solution to solve the above problems by creating a website that a media campaign, information and offer a new advantage that can be offered to consumers. In making this website the data necessary data from observation, interviews, literature study and questionnaire.

Hopefully, with this website Sneakers Cleaner is able to maximize the promotion of their services, have the advantage over its competitors and a media information as well as media interaction that allows consumers to use the services of Sneakers Cleaner.

Keywords: Website, Promotion, Sneakers