

ABSTRACT

PROMOTION DESIGN OF COLOLITE PRODUCTS

Cololite is a product of perfection of care for all types of shoe leather products in Japan and Indonesia. Although Cololite's awareness in Bandung society is still lacking, by designing the right promotion strategy to the target audience, it is expected that the dissemination of promotions that will be made can run more effectively. The design of this promotion is supported by the basis or the right theoretical basis, company data, as well as personal data such as the results of observations, interviews, and questionnaires supported by Qualitative research methods.

Keyword: promotion, Cololite, design