

## ***ABSTRACT***

### ***ERESTO DIGITAL SOLUTION PROMOTION DESIGN***

PT. Eresto Digital Solution Indonesia is a company in the field of information technology that focuses on the system and service for restaurant or cafe business. The problem raised lies in the lack of promotional activities that have been carried out so that people who have businesses in the culinary field are less familiar with Eresto. To attract the interest of culinary entrepreneurs, we need a more effective and efficient design of promotional media. Existing promotional media, such as websites, only display photos and event activities that have been attended by PT. Eresto. Eresto's promotional media design needs to be supported with visuals and information that can be accepted and understood by the public.

*Keywords: Promotion, services, Eresto.*