

## **ABSTRACT**

### **DESIGNING OF PROMOTIONAL MEDIA**

#### **GRADIENT STUDIO**

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Nowadays, the need for photography itself has increased rapidly, in the interests of personal documentation, wedding, pre wedding, and even to the field of industry and business, both products and services.

Gradient Studio is a company engaged in the business of photography located in Bandung. Gradient Studio began his career in August 2014, but with the lack of competition in the industry made the name of Gradient Studio Photography is less embedded in the eyes of clients and consumers. Until now Gradient Studio using the media promotion of social media accounts including Instagram and Facebook.

Therefore, the authors conducted a study using interviews, study literature, observation and documentation. The analysis in this final design uses a matrix and SWOT analysis.

Efforts to use media campaigns can be done to support the promotion of the Gradient Studio needs to provide information to the public by implementing some of the media campaign which is supported by the right of visual concept to communicate the company for the public and clients.

The purpose of designing a media campaign Gradient Studio is to provide information to the public and prospective clients about the quality of the photography is owned by Gradient Studio and is expected to win the hearts of the public and potential clients in order to increase the number of clients on Gradient Studio.

Keywords : Studio, Photography, Media, Promotion