

ABSTRACT

The Shonet is a social media platform that provides various benefits and solutions in the fashion and beauty sector, especially for online shoppers. From previous promotions, The Shonet feels that it hasn't reached a satisfactory number of users. For online shoppers, both men and women, online shopping is something they are used to doing, apart from being more effective because it can save time, sometimes the prices offered at online stores are usually cheaper than at offline stores. But it is very unfortunate since online shops have become known to many people in Indonesia, many have also circulated to irresponsible resellers or sellers. Many of the shoppers are deceived when shopping online, this makes buyers even more selective in shopping online. Apart from looking for trusted sellers, buyers are also often confused looking for reviews or product recommendations to buy, not a few of them end up buying the wrong product or don't match the product they bought. This problem was resolved by holding The Shonet App Promotion. The design of this promotion uses qualitative methods with finding the right strategy to inform the benefits of The Shonet in order to achieve the targets desired by The Shonet. This promotion design aims to provide related product information and provide innovation in a social media platform application promotion. The result of this research is the design of product promotion using the AISAS method as a media strategy, utilizing various means of information to spread the use of The Shonet, and the main media in the form of online events. The author hopes that the design of this promotion can help in the exploration of advertisers and visual communication designers in solving the problems of promoting similar products.

Keywords: Product Promotion, Advertising, The Shonet, Application, Social Media Platform, Online Shopping, Fashion, Beauty.