

ABSTRACT

Shoes are a tool that used to protect the feet. There are many types of shoes with different functions. One of them is shoes that are used for daily activities, such as sneakers. Sneakers also consist of many brands, there are foreign brands and local brands. Now, local shoe brands made in Indonesia are no less competitive with foreign-made shoes, according to Melia Lutfi Husnika through tribunjatim.com, that local shoes made by the nation's children are currently booming, especially among the younger or millennial generation. Rafheoo Footwear is a shoe that produces shoes in its own factory. Initially, Rafheoo Footwear was built by 3 people, and produced bags, then developed into a fabric factory and made its shoe products in 2019. As a new product, Rafheoo Footwear needs to carry out promotions to improve and spread information about its products among the target audience. Rafheoo Footwear has a distinction between the materials used for the shoes, which are materials that are not commonly found in most shoes. This promotion plan is made to spread information about Rafheoo Footwear among the target audience. Some of the promotional design methods used are theory, observation, interview and data analysis to make a design for this promotion. This design is made in the form of event media as well as other supporting media such as social media and print media to reach the target audience.

Keywords: Shoes, Unique Materials, Promotion, Event, Promotion, Visual.