

ABSTRACT

Creativity is one of the basic human needs which is also called self-actualization, which is the highest human need. Basically, everyone is born into the world with creative potential. Activities can be identified and through proper Education. The existence of a place as a creative space or creative hub, namely M Bloc Space, where the place is a hub for the creative industry sector and also functions as a place where there are tenants or shop houses selling food and beverages and non-drinks. However, people do not know that M Bloc Space is a creative space or creative hub, so there is a lack of promotional media for M Bloc Space, a lack of publication media that reaches widely and not all groups. This design uses a qualitative descriptive method with data collection techniques of observation, interviews, distributing questionnaires to the people of Jakarta and outside Jakarta and finally conducting a literature study. The purpose of this design is to carry out the main message strategy in promotional strategies and visual media in accordance with the target audience, namely young people. The design of this promotion is based on the data obtained so that it can use message and media strategies that will be carried out well in the future for the target audience so as to achieve its goals.

Keywords: Creative, Promotion, M Bloc Space