

ABSTRACT

The trend of the home decoration is currently very much favored by people in the city of Yogyakarta. This trend is marked by the increasing number of photos appearing on Instagram social media, which are marked by hashtags such as #home decor, #interiordesign, and so on. The increasing number of enthusiasts in the interior sector, increasing the number of furniture manufacturers and the like throughout Indonesia, especially the Yogyakarta D.I area. Tulip Living is one of the MSMEs engaged in the interior home decor business. The lack of promotions carried out by Tulip Living has an impact on decreasing buying interest and awareness from the people of the City of Yogyakarta and from outside the region towards Tulip Living products. The purpose of this research is to design the right promotional strategy in increasing brand awareness in order to increase sales and public interest in Tulip Living products in the city of Yogyakarta. The method used by the author in this writing is qualitative, through the methods of observation, interviews, questionnaires, and literature study. The theory used by the author is SWOT, AISAS, and AOI. This research is designed to increase public awareness and interest in Tulip Living products not only in the Yogyakarta area but outside the region as well.

Keywords: Interior home decor, promotion strategy, brand awareness