

## **ABSTRACT**

*PT. Kurnia Teknik is established in the field of mechanical engineering and produces local components for textile machines, iron (Metal Works). Besides selling plastic waste processing machines, PT. Kurnia Teknik also sells products made from plastic waste, such as ashtrays, coasters (plyers), canvas, cups, flower pots, chairs, tables. There is no media promotion strategy for PT. Kurnia Teknik covers communication strategy, visual strategy, and media strategy.*

*Collecting data by interview, observation, competitor data analysis, AISAS and SWOT analysis to determine promotion strategy, competitors of PT. Kurnia Teknik promotes using social media Instagram and links. In response to this PT. Kurnia Teknik promotes through social media and websites because for the first time PT. Kurnia Teknik conducts social media and website promotions with a millennial and minimalist concept is the right start to introduce PT. Kurnia Teknik to the audience*

*With an approach model through social media and websites to attract audiences to PT. Technical Gift.*

***Keywords: Promotion, Plastic Waste, Approach***