

ABSTRACT

PROMOTION PLANNING FOR PLEPAH MSME

IN JAKARTA CITY

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Until February 2019, the Ministry of Environment and Forestry (KLHK) released that currently Indonesia produces at least 64 million tons of waste piles every year. From the number of measurements made by the LIPI team in the field, generally the waste is Styrofoam type. Lack of public awareness of the use of sustainable packaging is the cause. Departing from this problem, Plepah is an MSME that can be an alternative to eco-friendly food containers to replace the role of Styrofoam, but it is still not well known among the public. The method used for this research is qualitative method, using SWOT, 4P, STP, and AOI analysis for promotion design. The theory that becomes the reference in this research is the theory of promotion & theory of Visual Communication Design. Through promotional activities in the form of Collaboration with F&B Burgreens and Review Competition on Instagram social media with the message 'More Value, Zero Waste with Plepah Packaging' and the tagline #SmallStepMatter, Plepah SMEs will be better known as a sustainable packaging alternative, reaching more audiences, at the same time. increase Plepah's brand awareness in the midst of the ongoing environmental issue phenomenon.

Keywords: Plepah promotion, brand awareness, eco friendly, styrofoam waste.