

ABSTRACT

Cibaduyut is known as a well-known handicraft center in Indonesia. Even some of the handicrafts such as shoes. Famous for the quality of making shoes, one of the shoe companies, namely Trekking Adventure Performance, is trusted by many large factories to partner as suppliers of factory safety shoes. Born and built in 2009 by Anjar, Trekking Adventure Performance is a local company that supplies factory shoes. Although the Trekking Adventure Performance shoes factory is well known by big companies, the first product, namely mountain shoes from the shoe company, is less interested. The percentage of sales described by the owner has a segmentation of 85% for factory safety shoes and 15% for mountain shoe sales. Even though they already have many features in their mountain shoes, there are still few enthusiasts. Solving this problem will be done by carrying out promotional strategies that are in accordance with the target market that will be targeted by Trekking Adventure Performance. The research method that will be used is qualitative methods and the collection of various data sourced from literature studies, observations, questionnaires and also interviews, from the collected data will then be analyzed using methods such as AISAS, SWOT, and also AOI so as to determine creative strategies in the form of messages to design visuals and the selection of promotional media that will be carried out, of course with this design can solve the problems faced by Trekking Adventure Performance.

Keywords: *Mountain Shoes, Outdoor, Trekking Adventure Performance, Promotion, Media*