

ABSTRACT

In Indonesia, the trend of eco-friendly lifestyle in the fashion aspect leads to sustainable fashion. One of the SMEs in Bandung that produces ecoprint-based sustainable fashion is Jari Hitam Ecoprint. Jari Hitam Ecocorpint products have high potential because they take the trend of an eco-friendly lifestyle. However, currently in the post-demic period (new normal) there is a decline in sales of the Jari Hitam Ecoprint product because it is still a transition period from the pandemic. This causes promotions to be carried out only to the extent of workshops and exhibitions, which are rarely carried out due to the cost and limitations of the organizers. The promotion design of Jari Hitam Ecoprint aims to design promotions and promotional content on visual media in order to increase consumer interest and increase the number of sales of Jari Hitam Ecoprint products. This study uses qualitative methods with data collection techniques using literature study, observation, interviews, and questionnaires. This research is useful for increasing sales which is the problem of Jari Hitam Ecoprint by making promotional strategies and selecting the right visual media for Jari Hitam Ecoprint.

Keywords: Promotion, Sustainable Fashion, Promotion, Visual Media.