

ABSTRACT

Promotional Design for Shahir Café in Pangkajene Regency and the Archipelago

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Shahir Café is a coffee shop located in Pangkajene dan Kepulauan Regency – South Sulawesi Province. The number of coffee shops popping up in Pangkajene dan Kepulauan Regency with their respective facilities and advantages. Therefore, it is necessary to design creative and informative promotions for Shahir Café in elevating the USP of Shahir Café. This research uses qualitative research methods, data collection methods (literature study, observation, interviews) to find out specific problems in Shahir Café and analytical methods (AOI (Activity Opinion Interest), SWOT (Strength Weakness Opportunities Threats), AISAS (Attention Interest Search Action). Share) and Consumer Journey) to make it easier to design an effective promotion strategy for Shahir Cafe. The theory used is promotion, advertising, media, and visual communication design.

Keywords: Café, Promotion, USP