

ABSTRACT

Instaprint is Digital printing located in Tangerang, the city of Tangerang itself is known as a city that is rich in culture and culinary tourism. Various types of businesses are present in the city of Tangerang, Instaprint's efforts to expand business in the digital world can be seen by the number of MSMEs that are successful and able to compete in the modern era and digitalization as it is now. However, Instaprint has a problem, namely the lack of effect on promotional media. Because the promotion strategy carried out by Instaprint looks very minimal and monotonous. Promotions are only carried out around the Instagram platform. The author uses qualitative research methods in the form of library studies, observations, interviews with resource persons and target audiences with questionnaires, then the data obtained will be analyzed using the SWOT, AOI and AISAS methods. The author has an idea to create a Print Challenge Event which is certain. The purpose of the Event Challenge is for the right promotion to build public awareness regarding Instaprint Digital printing, as well as being able to create strategies and visual designs as well as media for the promotion of Instaprint products and services.

Keywords: Instaprint, UMKM, Digital printing, Promotion.