

ABSTRACT

Seserahan culture has long existed and continues to grow until now, seserahan is part of wedding events that carried out by the bride and groom, both from the male and female parties, in some areas such as in the Padang area, West Sumatra, the seserahan procession is carried out by the bride, the bride gives offerings in the form of a number of goods and money to the groom, the custom of offerings is usually done one week to one day before the ijab qabul process. Along with the development of the times in terms of offerings, currently there are several UMKM that participate in selling and renting seserahan items such as one of them, namely KUNI UMKM which produce and sell services of various goods ranging from offerings, dowries, ring boxes, jewelry boxes, and so on. obstacle. KUNI has tried to do many promotional activities but in fact it has not had a good impact on the sales of KUNI. The promotional media carried out by the company owned have not been strong so that it results in a lack of consumer brand awareness of KUNI products. The methods used in data collection are interviews, observations, questionnaires, and literature studies. Then the data were analyzed using questionnaire analysis method and comparative comparison analysis. The results of the study show that doing business in this field requires good brand awareness, entrepreneurs must carry out various kinds of promotions for the sake of brand awareness of the public and buyers, brand awareness is often forgotten by business owners. Therefore, a promotional media design will be carried out which is expected to be able to increase consumer brand awareness of KUNI.

Keywords : planning, promotion media, wedding gifts, brand awareness, KUNI