

ABSTRAK

PERANCANGAN STRATEGI PROMOSI UMKM MBURAK DURIAN MEDAN

Mburak Durian adalah produk UMKM yang berada di Medan. Mburak Durian berlokasi di Jl. Veteran Psr 5 Helvetia. Mburak Durian mengandalkan lokasinya yang strategis karena berada tepat di samping jalan sehingga mudah ditemui oleh pengunjung, suasana kafe yang sejuk dan nyaman memberi kesan yang cocok bagi pengunjung untuk refreshing sambil menikmati varian yang ada di Mburak Durian. Keunikan dari Mburak Durian yang jarang ditemui di UMKM durian lain yaitu bisa mencoba durian sesuai dengan selera dan varian yang Mburak Durian tawarkan. Jika dilihat secara kualitas Mburak Durian sudah baik, namun belum adanya kegiatan promosi visual yang memperlihatkan keunikan dari UMKM Mburak Durian dibanding dengan UMKM lainnya seperti Ukok Durian, perancangan strategi promosi masih belum bisa menarik konsumen dan promosi tidak tepat pada sasaran. Metode pengumpulan data menggunakan observasi, kuisioner dan wawancara, memahami latar belakang dari UMKM Mburak Durian. Mburak Durian memiliki potensi untuk berkembang dengan banyaknya peminat dari UMKM Mburak Durian, tetapi dalam 1 tahun terakhir terjadi penurunan dikarenakan kurang tepatnya strategi promosi yang di buat. Perancangan ini dibuat dalam bentuk media event, dan juga media pendukung lainnya seperti promosi media sosial, konten sosial dan juga media cetak yang bisa disampaikan kepada target audiens yang dituju.

Kata Kunci: Promosi, visual, media sosial, event

ABSTRACT

PROMOTION STRATEGY DESIGN UMKM MBURAK DURIAN MEDAN

Mburak Durian is a product of UMKM located in Medan. Mburak Durian is located on Jl. Veteran Psr 5 Helvetia. Mburak Durian relies on its strategic location because it is on the roadside, so visitors would easily find it. The relaxed and comfortable atmosphere of the cafe gives the impression that it is suitable for visitors to refresh while enjoying the variants in Mburak Durian. The uniqueness of Mburak Durian that is rarely found in other durian UMKM is that you can try durian according to your liking alongside the other variants that Mburak Durian have to offer. Viewing from a quality perspective, Mburak Durian is already good. However, no visual promotion activity shows the uniqueness of Mburak Durian UMKM compared to other UMKM such as Ukok Durian; the design of promotional strategies is still unable to attract consumers, and promotions are not right on target. The data collection method uses observation, questionnaires, and interviews, to understand the background of Mburak Durian UMKM. Mburak Durian has the potential to grow with many enthusiasts from Mburak Durian UMKM, but in the last year, there has been a decline due to the lack of precise promotional strategies. This design is made in the form of media events and other supporting media such as social media promotions, social content, and print media that can be conveyed to the intended target audience.

Keywords: *Promotion, visual, social media, event*