

ABSTRACT

Nowadays there are lots of opportunities for young people to do business, there are also many motivators or inspirations for young people who are successful in doing business, one of which is opening a shoe laundry business. Like Youthcleanshoes, Youthcleanshoes is an MSME engaged in shoe laundry services. However, the promotional media carried out by Youthcleanshoes are still somewhat inconsistent and not yet attractive as a shoe laundry service. Now many competitors have sprung up in the city of Bandung, and this is a threat to Youthcleanshoes. To develop promotional media so that they can compete with other competitors, this research was conducted using data collection methods such as interviews, observations, questionnaires and bibliography. To get the required data, with existing data sources. promotional activities that have been carried out by Youthcleanshoes through Instagram social media. Therefore, promotional activities and attractive design systems are needed in offering their products to potential customers and consumers designed in effective promotional activities. The resulting design is in the form of promotional activities, which are expected to help UMKM Youthcleanshoes compete with other competitors.

Keywords: brand awareness, Shoe Laundry, Media promotion, Promotion, MSMEs