

ABSTRACT

The retail business in Indonesia has experienced rapid growth from year to year. The Ministry of Trade (Kemendag) said that the retail business situation this year began to return to excitement. The increase was driven by increased public demand in line with the easing of mobility, and the sloping Covid-19 cases. Many media can be used by companies to carry out promotions. Digital Signage is a form of promotional media that displays advertising content in the form of digital images or videos of products as the main menu. Digital Signage is a form of promotional media that displays advertising content in the form of digital images or videos of products as the main menu. Digital signage is a form of information delivery through electronic display media that is carried out dynamically and attractively. The purpose of this research is to create an information media in the form of signage that can provide information to the public in the FIT Building. The research method used is descriptive research, the author needs to analyze the object of research, describe the research findings based on the data analyzed and then conduct detailed research. As a result of the analysis and application of content marketing in the implementation of Digital signage utilization, the author makes several supporting media that are used as MP Mart promotional media in the future. Some of them are Warning Banner as an invitation to reduce the use of plastic bags, MP Mart Sign design and MP Mart Neon Box.

Keywords: Retail, Promotional Media, Research, Wayfinding, Signage MP Mart