

ABSTRACT

PROMOTION DESIGN TO INCREASE BRAND AWARENESS AND SALES AT DEADLINE CAFE & RESTO

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This study was motivated by the rise of culinary businesses that began to emerge, one of the culinary businesses was the café business. The cafe business is also in great demand by business people in cities and regencies in South Sumatra. One of these cafes is Deadline Cafe & Resto which is a family-owned business, established in 2016, located on Masjid Jami An-nur street, Sekayu, South Sumatra. Initially, Deadline Cafe & Resto was quite well known by the surrounding community, but along with many competitors, similar businesses have just emerged by doing good marketing, so this has a great impact on decreasing the number of visitors and the turnover of Deadline Cafe & Resto itself. Deadline Cafe & Resto has promoted through several print media and social media, but the existing promotional content is considered less informative, and other supporting promotional media are still lacking. Therefore, the purpose of this study is to design the right promotion to achieve the desired brand awareness so that it can help increase sales from Deadline Cafe & Resto. The analysis method used is qualitative using observational data collection, interviews, questionnaires, and literature studies. While the data analysis methods used are questionnaire data analysis, SWOT analysis, comparison matrix analysis, and AISAS. The results of this design are expected to be able to make the target aware of the existence of Deadline Cafe & Resto and increase the sales turnover of Deadline Cafe & Resto.

Keywords : *design, cafe, promotion, brand awareness, Deadline Cafe.*