

ABSTRACT

The growth of the musical instrument industry in Indonesia is increasing. Statistical data from the Ministry of Industry in 2018 stated that the musical instrument industry generated a surplus of US\$430 million, or an increase of 2.22% from the 2017 surplus of US\$420.65 million. One of the businesses that has encouraged an increase in exports of musical instruments in Indonesia is the existence of Usaha Mikro, Kecil dan Menengah (UMKM). However, not all Usaha Mikro, Kecil dan Menengah (UMKM) engaged in music have high turnover. Such as Splectrum which has a turnover of Rp. 48,530,000,-. Therefore designing a promotional strategy is one of the factors to increase audience brand awareness of products that affect sales, especially in Splectrum. Therefore, researchers will take the title of Designing a Splectrum Promotion Strategy. The research method used in designing this final project is a qualitative method using gathering data techniques using literature, observation, interviews and questionnaires. In this research there are academic benefits, namely as a learning reference in solving a problem in the field of Visual Communication Design studies within the field of advertising, and there are practical benefits, namely being able to help Splectrum in solving problems in making promotion strategies and the media used.

Keywords: Media, promotion, promotion strategy, target audience, visual