

ABSTRACT

This study examines the promotional strategies of CH. Pottery Studio in attracting Generation Z, a generation fully grown in the digital era, demanding authenticity and intelligent digital engagement from the brands they support. Through a design methodology approach, this research seeks to find out how CH. Pottery Studio can develop promotional strategies that attract Generation Z. The study aims to identify visual elements in promotional content on Instagram that need enhancement to design effective promotional strategies that build brand awareness and strengthen engagement with Generation Z. Thus, this study provides recommendations on promotional strategies that CH. Pottery Studio could adapt to expand its reach to the Generation Z market.

Keywords: Ceramic studio, Generation z, Promotion strategy