

ABSTRACT

The emergence of the phenomenon of entertainment talent development in the field of dance because of the trend among the young generation, and also the emergence of agencies and communities that want to accommodate existing talent and make dance a source of income other than just a hobby and Spring Summer Moves is one of the agencies. Spring Summer Moves has become one of the agencies that bridges talent with professional business. However, because some agencies have already entered the same markets, Spring Summer Moves has not received much attention from their main targets in the field of professional business and event organizers. This promotional media design was created based on promotion theory and design stages using SWOT analysis, mathematical analysis, and AISAS from data that has been collected from data from the object provider, competitor data, interview data with sources who understand the problems they have so that and to get accurate design results for solving the issues that Spring Summer Moves has. The design of this report is in the form of Instagram Feeds, Instagram Stories, YouTube Video, YouTube Banner, Poster, Jersey, Bag, and Tumbler. From the planning results that have been made based on the data that has been analyzed, it is expected that Spring Summer Moves can compete with competitors from other agencies that have already jumped.

Keywords : *design, promotional media, community, dance, business*