

STRATEGI PERANCANGAN MEDIA PROMOSI UNTUK MENINGKATKAN AWARENESS TERHADAP THE ROOM 19

PROMOTIONAL MEDIA DESIGN STRATEGY TO INCREASE AWARENESS OF THE ROOM 19

Dhara Alghonyu

Magister Desain Fakultas Industri Kreatif – Universitas Telkom

dharal@student.telkomuniversity.ac.id

ABSTRAK

Strategi promosi The Room 19 bertujuan untuk meningkatkan kesadaran dan minat publik terhadap kafe ini melalui tiga tahap utama dari 4D: Define, Design, dan Develop. Tahap Define mengidentifikasi masalah dan kebutuhan melalui wawancara dan observasi, sedangkan tahap Design melibatkan brainstorming dan pengembangan ide media promosi yang efektif, seperti iklan di media sosial. Pada tahap Develop, naskah dan storyboard dibuat untuk menyampaikan pesan promosi secara menarik dan efisien. Naskah menonjolkan suasana hangat dan aktivitas pengunjung, sementara storyboard membantu merencanakan visualisasi setiap adegan. Kesimpulan dan saran dari keseluruhan proses ini menekankan pentingnya optimalisasi media sosial, dan peningkatan visual serta cerita untuk mencapai tujuan promosi yang diinginkan.

Kata kunci: Strategi Promosi, The Room 19, 4D, Awareness

ABSTRACT

The promotional strategy for The Room 19 aims to enhance public awareness and interest through three main stages: Define, Design, and Develop. The Define stage identifies problems and needs through interviews and observations, while the Design stage involves brainstorming and developing effective promotional media ideas, such as social media advertising. In the Develop stage, the script and storyboard are created to deliver the promotional message attractively and efficiently. The script highlights the cozy atmosphere and dynamic activities of visitors, while the storyboard helps plan the visualization of each scene. The conclusion and recommendations from the overall process emphasize the importance of optimizing social media, and improving visuals and storytelling to achieve the desired promotional goals.

Keywords: Promotional Strategy, The Room 19, 4D, Awareness