

## **Perancangan Media Promosi Pameran House of Imagi Studio Studi Kasus Singapore Toys, Game, and Comic Convention**

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### **ABSTRAK**

House of Imagi Studio merupakan salah satu studio komik yang berada di Indonesia. Dengan banyak studio komik baru maupun yang sudah lama berdiri, House of Imagi Studio perlu memikirkan cara berpromosi yang salah satunya dengan tampil di event komik seperti Singapore Toys, Game and Comic Convention. Hal ini dilakukan agar House of Imagi Studio bisa mendapatkan klien lebih banyak. Permasalahan tersebut membuat perancang ingin membantu merancang media House of Imagi Studio dengan studi kasus yaitu Singapore Toys, Game and Comic Convention. Tujuan dari perancangan ini untuk menghasilkan media promosi yang efektif sesuai dengan konsep perancangan yang tepat untuk menjangkau pengunjung pameran. Model perancangan yang digunakan adalah analisa evaluatif. Sedangkan metode yang digunakan dalam pengumpulan data menggunakan survey, wawancara, dan pustaka yang menunjukkan hasil identifikasi data tentang data terkait mengenai perusahaan. Sedangkan metode analisa data menggunakan SWOT yang menghasilkan strategi pemasaran dalam Matrix SWOT. Dari hasil penelitian didapat bahwa House of Imagi perlu menggunakan variasi media promosi agar dapat lebih banyak menjangkau klien di dalam pameran.

Kata Kunci : house of imagi Studio, comic convention, perancangan, media promosi

## **Design of Media Campaign for House of Imagi Studio Case Study Singapore Toys, Game and Comic Covention**

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### **ABSTRACT**

House of Imagi Studios is one of the comic studio located in Indonesia. With many new comics studio and a long-standing, House of Imagi Studios need to think about how to promote themselves which one of them is by appearing in comic events such as the Singapore Toys, Games and Comic Convention. It was done so that the House of Imagi Studio can get more clients. These problems make the designer wants to help designing media campaigns for House of Imagi Studio with case study is Singapore Toys, Games and Comic Convention. The purpose of this design is to produce an effective media campaign in accordance with the appropriate design concepts to reach visitors to the exhibition. The model used is the design of evaluative analysis. While the methods used in collecting data was surveys, interviews, and literature that shows the results of the identification data concerning data related to the company. While the data analysis using the SWOT method which results in a Matrix SWOT marketing strategy. From the results of the study found that the House of Imagi needs to use variety of media campaigns to reach more clients in the exhibition.

Keyword : house of imagi Studio, comic convention, perancangan, media promosi