

perancangan media promosi OTI FRIED CHICKEN

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ABSTRAK

Kota Semarang mengalami perkembangan yang cukup signifikan dalam dunia kuliner, begitu pula dengan kuliner ayam gorengnya. Ayam goreng menjadi salah satu kuliner yang dominan di Semarang. Banyak tempat makan di Semarang menawarkan menu ayam goreng khususnya ayam goreng yang diolah dengan tepung. Salah satunya adalah restoran OTI Fried Chicken. OTI Fried Chicken saat ini sedang dalam tahap pengenalan karena terhitung masih baru. Oleh karena itu, OTI Fried Chicken harus melakukan kegiatan promosi untuk mengenalkan OTI Fried Chicken kepada masyarakat kota Semarang. Analisa yang dipakai untuk menyelesaikan masalah perancangan promosi OTI Fried Chicken adalah dengan menggunakan metode analisis Strength, Weakness, Opportunity, dan Threat (SWOT). Langkah-langkah dalam perancangan desain media promosi ini meliputi, rumusan perencanaan desain berdasarkan SWOT, eksplorasi acuan visual dan media, visualisasi desain dan final desain. Media yang digunakan dalam perancangan ini adalah media lini atas dan media lini bawah yaitu spanduk, poster, x-banner, sign system, voucher diskon, merchandise dan brosur. Melalui perancangan media promosi ini diharapkan dapat membantu OTI Fried Chicken agar dikenal oleh masyarakat kota Semarang.

Kata Kunci : perancangan, promosi, media promosi, OTI Fried Chicken

design of promotion media for oti fried chicken

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ABSTRACT

Semarang city experienced significant growth in the culinary world, as well as culinary fried chicken. The fried chicken became one of the dominant culinary in Semarang. Plenty of places to eat in Semarang offers a menu of fried chicken, especially fried chicken mixed with flour. One of them is the OTI Fried Chicken restaurant. OTI Fried Chicken is currently in the stage of introduction due to still relatively new. Therefore, OTI Fried Chicken should carry out promotional activities to introduce OTI Fried Chicken to Semarang people. The analysis was used to solve the problem of designing promotional OTI Fried Chicken is to use analytical methods Strength, Weakness, Oportunity and Threat (SWOT). The steps in designing the promotional media include, formulation design planning based on SWOT, exploration of visual references and media, design and final design visualization. The medium used in this design is top-line media and below the line media, namely banners, posters, x-banner, sign systems, discount vouchers, merchandise and brochures. Through the design of promotional media is expected to help OTI Fried Chicken to be known by the people of the city of Semarang.

Keyword : design, promotion, promotion media, OTI Fried Chicken