

Jurnal Perancangan Media Promosi Floo Cafe & Resto Dengan Tujuan Meningkatkan Jumlah Konsumen

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ABSTRAK

Di jaman sekarang banyak ditemukan bisnis kuliner berupa cafe dan restaurant yang berkembang pesat di kabupaten semarang salah satu contohnya adalah Floo Cafe & Resto. Perencanaan media promosi dilakukan karena menurunnya omset penjualan Floo Cafe & Resto pada hari-hari biasa, sehingga perlu di buat media promosi yang komunikatif, efektif dan sesuai dengan target primer yaitu konsumen kalangan menengah dengan target audiens usia 15 sampai 25 tahun. Penyampaian pesan dalam perancangan media promosi harus berbeda, agar dapat menarik minat audiens dan mengungguli pesaingnya, dibutuhkan konsep promosi untuk perancangan media promosi yang sesuai dengan Floo Cafe & Resto. Perancangan media promosi ini dibuat berdasarkan hasil metode SWOT sebagai alat penetapan strategi kreatif agar hasil perancangan sesuai dengan karakteristik pasar. Kegiatan promosi yang dilakukan menggunakan poster, flyer, brosur, x-banner, sticker promosi, kartu nama, merchandise, packaging, dan voucher discount. Dengan adanya perancangan media promosi Floo Cafe & Resto diharapkan dapat meningkatkan omset penjualan, khususnya pada hari biasa yaitu senin sampai jumat.

Kata Kunci : Floo Cafe & Resto, Media Promosi, Perancangan, Restaurant

Design Of Promotion Media for Floo Cafe & Resto With the goal of increasing the number of Consumers

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ABSTRACT

Nowadays, we can find so many culinary businesses like cafe and restaurant that growing significantly in Semarang district, one example is Floo Cafe & Resto. Promotion media planning is needed to boost sales on weekdays, so it was necessary to make a communicative and effective promotion media in accordance with the middle market segment aged 15 to 25. Communicating message in the media design must be unique, to attracts audiences and to surpass rivals, appropriate promotion design concept for Floo Cafe & Resto is needed. This promotional media design was made based on the result of SWOT method as a means of determining the strategy to get a creative design result equal with the characteristics of the market. Promotional works are carried out using posters, flyers, brochures, x-banner, promotional stickers, cards, merchandise, packaging, and discount vouchers. The design of the promotional media is expected to boost overall turnover sales of the Floo Cafe & Resto, especially on the weekdays Monday to Friday.

Keyword : Design, Floo Cafe & Resto, Promotion Media, Restaurant