

## **Perancangan Media Promosi Produk Scrapbook FotheLo card 'n crafts di Semarang untuk Remaja**

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### **ABSTRAK**

FotheLo card 'n craft merupakan perusahaan baru yang berdiriselama 2 tahun di bidang scrapbook di Semarang. Perusahaan belum pernah melakukan promosi secara langsung, karenapromosi yang selama ini dilakukan menggunakan akun facebook, sehingga masyarakat di Semarang tidak mengetahui secara langsung keberadaan perusahaan. Remaja menjadi sasaran utama perusahaan sehingga perancangan disesuaikan dengan target. Metode analisis data yang digunakan adalah berupa SWOT tentang perusahaan untuk mengetahui kelemahan dan kekuatan perusahaan, sehingga perancangan yang dilakukan sesuai dengan kebutuhan perusahaan. Statement yang didapatkan berupa media yang akan digunakan untuk memperkenalkan scrapbook produk FotheLo card 'n craft kepada calon konsumen. Media utama yang digunakan berupa buku katalog yang berisikan tentang produk FotheLo card 'n craft dan beberapa media pendukung lainnya seperti brosur, poster, leaflet, x-banner, dan beberapa media yang mendukung promosi produk perusahaan terhadap konsumen. Media ini berkonsep tentang karakter remaja dan terdapat desain yang memakai model remaja dengan suasana photobooth dikarenakan kreasi foto yang saat ini sedang populer di remaja dan dapat berhubungan dengan scrapbook. Media ini dapat diaplikasikan dalam berbagai kesempatan seperti event bazaar, promosi di sekolah, dan media sosial.

Kata Kunci : scrapbook, promosi, produk, perancangan

## **Design of Promotion Media for Product of Scrapbook FotheLo card 'n craft's in Semarang for Teenagers**

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### **ABSTRACT**

FotheLo card 'n craft is a scrapbook company that has been operating in Semarang for two year. For therepas two years FotheLo card 'n craft has never been engaging their costumers trough direct promotions, any kinds of promotions have only been done by using facebook. Online promotion results on condition where the citizers Semarang's unawareness of FotheLo card and crafts real presence. Teenagers are the company's main target and this becomes the reasons why the design theme has to suit the target. Analytical method writer used to process data is SWOT. Writer used SWOT as data analysis method to determine the company's prowess and weakness. So the design could be adjusted to fit the company's need. The main statement writer concluded from the SWOT was the company's need of promotional media to introduce scrapbook product FotheLo card 'n crafts to their future costumers. The primary media of this entire design project is a catalogue book conditioning product samples, other supporting medias such as brochure, poster, leaflet, x-banner, and other medias switch supports the main goal of promoting the company to their consumers. The media concept is all about teenagers with unique characteristics and everything that suits them well. The designs uses teenager models with photo booth like setting because photography is now popular among teenagers and has a very major role in scrapbook. Medias can be applied in various occasions such as bazaar, school promotions, or uploaded to social media.

Keyword : scrapbook, promotions, product, design