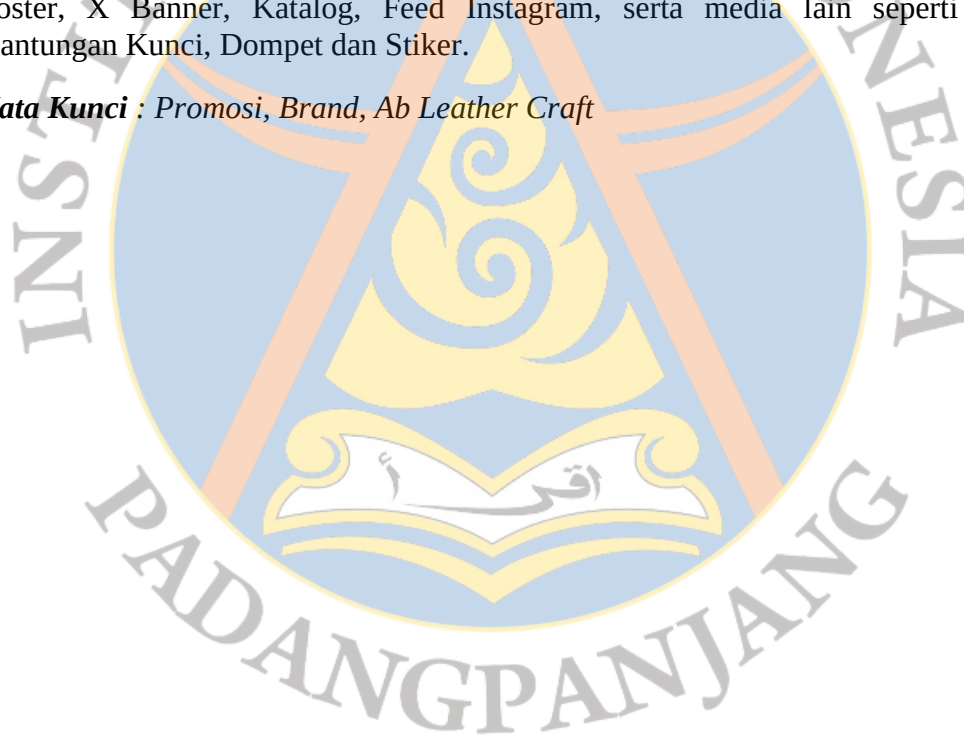


INTI SARI

Brand Ab Leather craft adalah brand handmade baru yang bertujuan untuk memperkenalkan kepada generasi muda zaman sekarang dan kepada masyarakat umum. *Brand* ini mengangkat produk kulit yang sudah dikreasikan tanpa merusak bentuk aslinya yang bergaya trendi agar disukai generasi muda. Hal yang wajar jika suatu *brand* baru belum banyak dikenal masyarakat, karena banyak faktor yang harus diselesaikan oleh *brand* tersebut salah satunya media promosi yang kurang efektif. Tujuan tugas akhir ini adalah menghasilkan rancangan Media Promosi yang diaplikasikan melalui Audio Visual. Metode pengumpulan data dengan observasi, wawancara dan studi pustaka. Kemudian dianalisa dengan menggunakan metode SWOT dan AISAS Model. Perancangan yang disajikan adalah berupa Audio Visual, Poster, X Banner, Katalog, Feed Instagram, serta media lain seperti Gelang, Gantungan Kunci, Dompot dan Stiker.

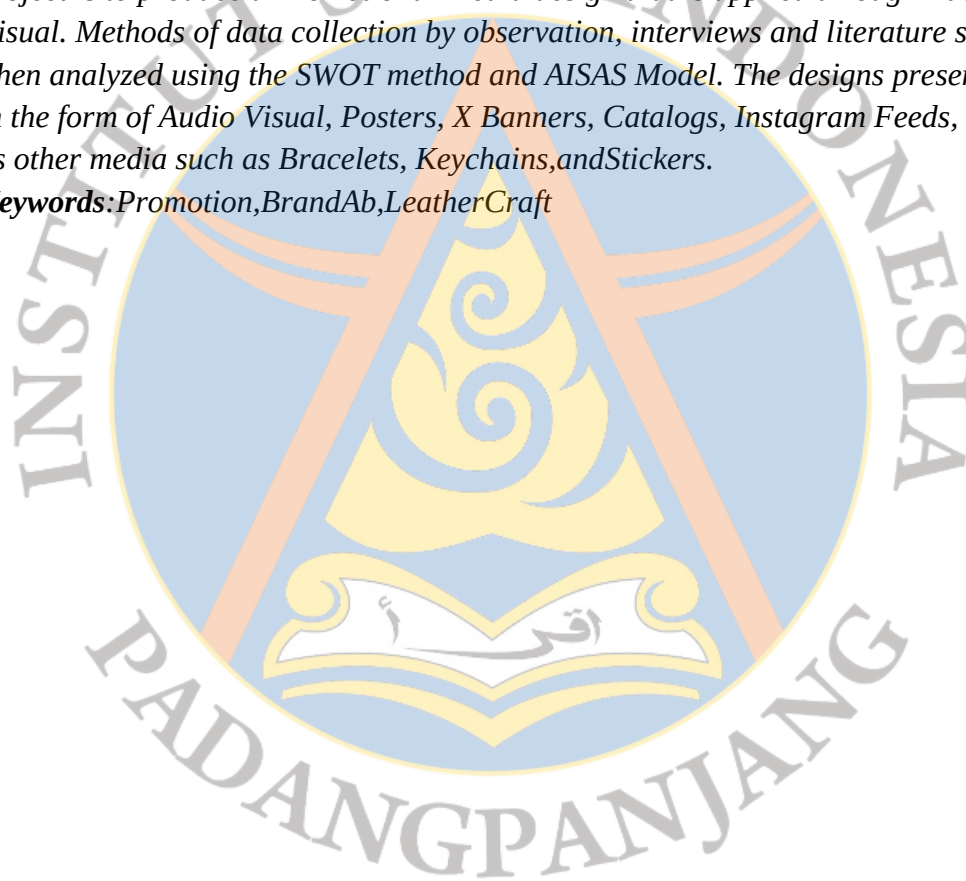
Kata Kunci : Promosi, Brand, Ab Leather Craft



ABSTRACT

Brand Ab Leather craft is a new handmade brand that aims to introduce it to today's young generation and to the general public. This brand promotes leather products that have been created without destroying their original shape, which is trendy in style to be liked by the younger generation. It is normal if a new brand is not widely known by the public, because there are many factors that must be resolved by the brand, one of which is an ineffective promotional media. The purpose of this final project is to produce a Promotional Media design that is applied through Audio Visual. Methods of data collection by observation, interviews and literature study. Then analyzed using the SWOT method and AISAS Model. The designs presented are in the form of Audio Visual, Posters, X Banners, Catalogs, Instagram Feeds, as well as other media such as Bracelets, Keychains, and Stickers.

Keywords: Promotion, Brand Ab, Leather Craft



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