

ABSTRACT

MEDIA PROMOTION DESIGN MAD CATZ INDONESIA

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Technology and communication Development also trigger development of game industry in Indonesia. On PC-based game, gamer need equipment which complete them. These are mouse, keyboard, headset, surface, joystick, etc which is specially designed to play the game, and different from usual equipment. It is an opportunity at business area, so that appear gaming equipment manufacturers and create tight competition in gaming equipment industry.

Mad Catz is one of gaming equipment manufacturers. Mad Catz established in Indonesia at the end year of 2013, Mad Catz Indonesia hasn't done well in promoting and the sales on Mad Catz product can't reach target. Therefore, it needs an enhancement of brand awareness about Mad Catz product to consumer goal through promotion media on Mad Catz product to increase sales and introduce Mad Catz product to consumer target.

In order to solve the problems above, Writer tries to gain data that is needed through observation method on research object, literature review, and do interview to related resources. After Writer got the data, Writer makes promotion media design plan which refers to the result of analysis that Writer had. So that it will make value and excellence that are appropriate with Mad Catz characters.

Writer expects in matter of this final task design will be able to help Mad Catz Indonesia to strengthen brand awareness in society. It is also to increase sales target Mad Catz product in order to reach the target. Furthermore, this work is expected to help other parties they needed

Keywords : Mad Catz, brand awareness, promotion media