

ABSTRACT

DIGITAL PROMOTION MEDIA DESIGN DAVE 143 FOOTWEAR ONLINE SHOP IN BANDUNG

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Bandung is a city which is quite conducive to developing creative industries. The development of creative industries in Bandung city showed improvement was satisfactory. So far, the subsector of creative industries can be used as the flagship of Bandung of which namely music, fashion, art, design, architecture, and information technology. Bandung itself is one of the cities in Indonesia which is famous for its characteristic fashion. From the results of observation writers get a large number of businessmen who choose the business Factory Outlet, Clothing Store, a Distribution Company, it is up to a Footwear Store in Bandung. One of the businessmen engaged in the fashion one is Dave 143 Footwear. Dave 143 Footwear is an online shop that was founded by Herry Iskandar. Products offered by Dave 143 Footwear is a shoe for men aged 18 to 25 years old.

In the design of the final project report entitled Digital Media promotion Design Dave 143 Footwear online shop in Bandung, the author uses several methods to pengumpulan data. As for the methods used are literature studies, observations, questionnaires, and interviews. The cornerstone of the theory used in drafting this final task is the promotion of the theory, communication theory, theory of consumer behavior, media theory, media theory, the theory of the sosila website and the theory of visual communication design.

So far Dave 143 Footwear using social media like twitter , and also online website place advertise , as tokopedia.com as media promotion .Found a few problems like the discharging social media twitter and as well as the level tokopedia.com visitors who access account Dave 143 Footwear.

The best solution to solve the problem is that the alternative media and as part of the events to be familiar with all the people and said to be able to sell them as 143 lots of footwear products.The concept of creativity and photography will focus on the promotion and of the color of the skin.

Keywords: shoes, media, promotions