

ABSTRACT

CAMERA INSTAX SQ6 PROMOTION DESIGN

The development of technology at this time has been very rapid, including technology in the field of photography. One area that is in demand by early adults who still have souls wants to try something new. This is a very profitable opportunity for entrepreneurs in the field of photography including Instax. An instant camera that has different features compared to other cameras where this camera can print images directly at that moment. However, until now there are still many people, especially the target audience of Instax who have not known this product, however Instax has just released its newest product, Instax SQ6. This is due to improper promotion by Instax to the public. The design of this promotion uses several methods such as SWOT Analysis and using the AISAS method.

Keyword: Promotion, camera, instax