

ABSTRACT

South Sulawesi is one of the provinces that has developed silk cultivation since the 1950s. Silk cloth is used by the people of South Sulawesi as one of the cultural tools that is continuously used until now. One of the traditional Makassar fabric businesses that was founded in 1987 is De.Ikat by Arni Kurnia. This business continues to grow until now, but over time, consumer interest in De.Ikat products has decreased, resulting in a decline in sales. Marketing activities both offline and online that have been carried out have not been effective, because they have not prioritized the visual aspect and have a clear message. The purpose of this research is to form a strategy with effective promotional media in order to increase public awareness of the products of De.Ikat by Arni Kurnia. The data collection method used the method of observation, interviews, questionnaires, and literature study, while the data analysis method used a comparison matrix and STP analysis. The results of this promotional media design are expected that the public can get to know De.Ikat by Arni Kurnia as an alternative to traditional Indonesian fabrics and can increase business development and consumer buying interest.

Keywords; Design; Promotion media; Silk ; Makassar