

## ABSTRACT

### *STRATEGY PLANNING FOR CREATIVE VISUAL PROMOTION OF UMKM PYONGPYON THROUGH SOCIAL MEDIA*

*The phenomenon of the Hallyu Wave or a wave of Korean cultural influence in the world or what is called K-Pop has reached Indonesia. The peak in the last 2-3 years is that more and more K-Pop artists have graced the entire television and advertising world in Indonesia, including BTS and Blackpink. Indonesia as one of the largest K-Pop fan countries in the world has become a very large target market accompanied by the fanaticism of its fans to be willing to buy goods related to the artist whose idol is, therefore the Hallyu Wave phenomenon has been used by Pyongoyon as a promising business opportunity since 2019 till now. The purpose of this research is to increase awareness through designing creative visual promotion strategies to increase sales, because within the last 3 months there has been a decrease in turnover. The scope of the research is to take advantage of opportunities from the province of Central Java, especially in the Semarang and surrounding areas, which are still lacking in sales compared to other provinces, which is the right strategy to gain awareness and open new markets. The method used is observation, interviews, questionnaires and bibliography. The theory used is SWOT, AISAS, AOI, Matrix and P-5. With this writing, it is hoped that it can increase wider awareness so that it will trigger an increase in sales.*

*Keywords: Promotion, K-Pop, Hallyu Wave, Creative Visual*