

ABSTRACT

Along with developments in lighting technology, there are many brands of LED lamps with various types that are present and easy to find nowadays, with various advantages such as being more environmentally friendly, making LED lamps increasingly attractive to retail consumers. LED lights are not only used for retail consumers but can be used by industrial consumers who need LED lamps with special specifications. Eco Luxon is a lighting product that is produced in Indonesia. The LED lighting products sold by Eco Luxon have many variations of various types of products, this is what distinguishes Eco Luxon products from similar brands is Eco Luxon so that it can be adapted to consumer needs and at a more affordable price. Eco Luxon targets adult men and women with an age range of 23-35 years as their target consumers. Eco Luxon consumers themselves are divided into two types, namely retail consumers who use lamps for their daily needs and industrial consumers who use lamps for various industrial needs. These consumers usually need LED lights in their homes but at this time they are also making adjustments to new patterns of behavior such as economic factors. Meanwhile, industrial consumers are more concerned with the features provided by the product. However, based on observations, it shows that the Eco Luxon brand is still not widely known by the public, resulting in low sales levels. Therefore, the author decided to make a promotional design for the Eco Luxon brand so that it can be recognized and embedded in the minds of the target audience.

The analysis used in this research is comparative and SWOT analysis, the SWOT matrix is used to find out various opportunities and anticipations in making a promotional activity, and the AISAS method is used to plan promotional media schedules so that messages and communications can be conveyed.

Keywords: ECO LUXON, LED Lamp, Promotion