

Septian, Muhammad Rizaky. (2022). Mines Promotion Strategy Design by Eva. Thesis. Department of Visual Communication Design, Faculty of Creative Industries, Telkom University. Supervisor I: Gema Ari Prahara, S.Sn, M.Ds, Supervisor II: Muhammad Hidayattuloh, S.Sn., M.Sn.

*This research is motivated by the large number of MSMEs in the city of Bandung in doing business in the fashion sector, because it is known that the people in the city of Bandung have creativity in updating the designs in the fashion they produce. People in the city of Bandung are dominantly interested in various fashion trends. MINES by EVA is a SME that is engaged in women's Muslim fashion, which uses a lot of cotton, various kinds of clothing products for women ranging from headscarves, clothes, robes and pants and are designed directly by the owner (Eva). Starting from selling to several friends and relatives in early 2020. The purpose of this research is to design a promotional strategy that attracts the interest and attention of the audience towards products from MINES by EVA so as to create sufficient awareness in the community and design the concept of promotional media as a means of selling MINES by products. EVA to attract consumers' attention. The method used in this research is questionnaire, interview and observation. The design of the promotional strategy for the Mines by Eva brand produced by the author is a digital poster, pop up both banner print posters, informative social media, meet & greet merchandise and vouchers. So it can be concluded that the resulting promotional strategy design can help Mines by Eva brand awareness.*

*Keyword : Brand Awareness, Mines by Eva, UMK*