

ABSTRAK
PROMOTION PLANNING OF
WAROENG LERENG KERATON

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Waroeng Lereng Keraton is an outdoor themed café that presents views of Bandung city from the top of the hill with the characteristics of a cool shady forest which is suitable to visits by various groups such as family, friends, as well as a place to rest for cyclists or people who have done their sports activities. this place can make consumers feel comfortable, safe and happy to hangout around or just rest and enjoy the air. because, this place provides a fresh atmosphere to relieve the fatigue. Waroeng Lereng Keraton is located on Jl. Dago Pakar Atas, Ciburial, Kec. Cimenyan, Bandung Regency, West Java 40198. However, with the lack of online and offline promotions, this café still not recognized by the public. The methods used in data collection are observation methods, questionnaire interviews, and a literature review. Then, the data is analyzed using comparative analysis, and this design is centered on visualization elements such as online promotion design and other supporting media. With the design of promotion media, it desirable to increase consumer brand awareness at Waroeng Lereng Keraton café.

Keywords : Cafe, Waroeng Lereng Keraton, Promotion