

ABSTRACT

This thesis entitled Design of Cafe Jifast Promotion was written by Alika Fifi Arafiah, NIM 1601170359, with supervisors Sri Nurbani, S.Pd., M.Hum and Apsari Wiba Pamela, S.Ds., M.Ds. The background of this thesis research comes from the phenomenon of changes in consumer behavior both in terms of taste and shopping habits, as well as marketing in modern times. The era and technology that continue to develop influence people's views and habits in choosing products, services, or even a message. Consumer behavior develops over time due to various factors such as changes in culture, technology, and changes in economic conditions. The data analysis method used is a qualitative descriptive method, a type of method that uses non-numerical data and is explained descriptively, and is often used to analyze social and psychological phenomena. Data collection for this type of research is generally in the form of questionnaires, interviews, and literature studies. Meanwhile, the formulation of the problem of this study is: 1. How to design Jifast advertising messages that are in accordance with the target audience to increase sales 2. How to design Jifast visual media strategies that are in accordance with the target audience to expand the reach of the Jifast brand. The design of works for this promotion focuses on strategies and types of works that aim to inform potential consumers about the existence of the Jifast cafe and the menus sold, as well as provide incentives for consumers to visit the cafe through social media content, discount promotions, coupons, videos, etc.

Keywords: Promotion, social media, changes in shopping behavior, message advertising design, qualitative descriptive.