

ABSTRACT

This research focuses on the development of effective promotional media for DnD Craft, a business that produces handicrafts from wood waste. Currently, DnD Craft faces challenges in utilizing optimal promotional media to introduce its products, with its main promotional focus being through exhibition events. The proposed solution is the creation of a digital catalog with a size of 1920 x 1080 pixels, which contains complete information about the products, including prices, descriptions, and images. This catalog is expected to facilitate buyers in selecting products and provide a clear visual representation. This research employs a descriptive qualitative method, collecting data through interviews, observations, and document analysis. In addition to the catalog, supporting media such as posters, x-banners, keychains, digital catalogs, tote bags, and the Instagram social media platform are designed to support the promotion of DnD Craft's products. The results of the research indicate that this digital catalog can serve as an effective promotional medium in promoting DnD Craft's products to the public.

Keywords: keyword should be chosen that they best describe the contents of the paper and should be typed in lower-case, except abbreviation. Keyword should be no more than 6 words