

ABSTRACT

The UMKM Wisnu Tatah Indah has the potential to be developed, because the craft sub-sector has a strong historical and cultural side and characteristics that describe the culture of the Toba people. UMKM Wisnu Tatah Indah has produced many quality craft products, but still pays little attention to the promotional media they have. The initial promotional media that was built could not be maximized properly. Initially, this business used Instagram social media as a promotional medium, but there has been no significant development.

The purpose of this research is to design promotional media for UKM Wisnu Tatah Indah as an authentic Batak souvenir craft business through visual communication media and to find out the application of promotional media to various types of media. This study uses descriptive qualitative research methods with data collection techniques in the form of interviews, observation, questionnaires, documentation, and literature studies.

This design was carried out to produce new promotional media for the Wisnu Tatah Indah UMKM, namely by redesigning the promotional media for the Wisnu Tatah Indah UMKM by making designs as well as copywriting to increase sales. The main media that will be used in this design is Instagram Ads, while supporting media are banners, x-banners, business cards, thank you cards, posters, key chains, tote bags, pens, stickers and stamps.

Keywords: Media promotion, Redesign, Crafts