

ABSTRACT

Promotion is one of the activities that have an important role in a business. Promotion has a function to introduce a product of a company to the public, both online and offline. Offline promotions are promotions that are carried out directly in the field, for example distributing brochures or pamphlets to the public. While online promotion is promotion carried out on social media platforms. In this modern era, many businesses are promoting online, because the information conveyed can immediately spread to many people at the same time. Similarly, what the object of this research is Cuple Purwokerto, which promotes its promotion through social media Instagram, but has not maximized the existing media. Therefore, this writing has the main objective to create promotional media in order to maximize the promotional activities that have been carried out by Cuple Purwokerto. The data obtained by the author are data obtained from interviews with the owners of Cuple Purwokerto drinks, questionnaires, and direct observations at the Cuple Purwokerto beverage booth directly. After getting the data, the writer analyzes the data using the SWOT (Strength, Weakness, Opportunity, Threats) method to get a strategy that can be used in the design. The results of this writing will be in the form of Instagram feeds and stories for 30 days, and there are several supporting media, namely X-Banners, coupons, menu books, brochures, posters, and key chains.

Key words: Cuple Drink, Instagram, Promotion Media, Feed, Story