

Abstract

DESIGNING PROMOTIAL MEDIA

KNIITING CENTRES BINONG JATI

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Sweater knitting a combination form with form processing knitted sweater. The diversity of styles and forms of identity Binong sweaters that have become the hallmark of a high artistic value. One entrepreneur named mother Hajj Wali was followed by Yayah, Sunaryo until now that is on the road Teak Binong 153.

In doing promotions to increase sales sweater knit optimally implemented yet because so far it is done only through the mouth of mouth and social networking. With so many competition engaged in the same field, it is necessary to the design of graphic design in a handy media campaign to promote and introduce products sweater to the public so that people are interested and would like to purchase.

Disputes arising from this research is How to introduce knitting Binong Industrial Area Sentra Teak to consumers, who want to achieve The purpose of this problem is to know of knitting Binong Industrial Area Sentra Teak, to provide information to the community about the quality and excellence of the sweater knit Binong Teak . Therefore Binong Teak Sweater knitting is attempting to become the market leader especially in the district and outside the city of Bandung, Bandung own

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