ABSTRACT

THE DESIGNING PROMOTION THROUGH VIDEO COMMERCIAL OF GENTA GUITAR

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Guitar is a stringed musical instrument played by plucked, generally using fingers or a plectrum. The guitar is formed on a part of the basic body with the neck solid as a string which generally amounts to six didempetkan. The guitar is traditionally formed from various types of wood with strings made of nylon or steel.

Bandung is known as one of the music in Indonesia. In addition in the city there is one company that manufactures guitars and already more than 50 years of existence. the company is Genta. Established since 1959 guitar Genta has a lot to market more than 90% of their products outside Indonesia and 10% are for domestic consumption. Genta guitar also has a new product in 2015, the type of fs103 electric acoustic guitar that has a great specification ranging from wooden materials used to support equipment such guitar: tuning keys and equalizer. For a new product, guitar fs103 still not widely promoted. Commercial video which explains about the specifications of the guitar Genta fs103 types ranging from materials and equipment used is an appropriate means to promote the products of Genta's guitar.

Keywords: Guitar, Guitar Genta, Guitar Genta fs103, Promotions, Video