Abstract

BATTERSEA PROMOTIONAL DESIGN JEANS

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Battersea Jeans is a new product jeans from Bandung to introduce its products to the public, especially children - young children. The discussion starts with the system design is done through the promotion of social networks like Facebook and Twitter, by way of promotion are arguably minimal cost is very useful for the introduction of products and sales. Expected with the implementation of promotion through social networking, Battersea Jeans products can be better known by the Bandung.

Related problems experienced Battersea Jeans, then Battersea Jeans in this design do promotional activities that made her routine with a specified distribution of data and informing the media - media are more varied, the product aims to be remembered and known to the public.

Keywords: Promotion, Battersea Jeans, social networking.

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