

ABSTRACT

DESIGN VISUAL COMMUNICATION PROMOTION

ITEMKU.COM

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RMT is a trading virtual goods that earn real money. Currently the goods are bought and sold is not always physical goods and services. Growth in Real Money Trading is increasing every year. One form of the RMT RMT is the online game players are opportunities to do business. When the item or even gold is in an online game, and a game that provides trading facilities among the players, then the players could certainly sell the item or gold to other players in need.

Given the potential benefits and existing demand in the buying and selling of items and gold, this business will continue to exist, particularly through special forums. When viewed from the side of the business potential, this hobby can be a different career choice has provided an innovation that is a container for gamers buying and selling gold online game. Itemku also cooperate with the seller - the seller is trustworthy gold so buyers can trade gold safely.

To that end, the authors designed a promotional campaign to support gamers itemku in RMT activities in Indonesia.