

ABSTRACT

Comic Cafe built on 2006 at Tebet. Concept of Comic Cafe is comic, that's what make Comic Cafe different from the other cafes. Until now Comic Cafe never do an advertising promotion, so that's why writer making Promotion for Comic Cafe to this Final Project. The Big Idea of this promotion is "*Marvel and DC Comics*". Writer using *emotional appeals* to attract consumer attention by using Marvel and DC Comic Superhero characters. The message that want to tell from this promotion is Comic Cafe have a comic atmosphere. The media that writer use for this promotion is Poster, Magazine Ad, Flyer, X-Banner, Social Media, Ambient Media, Mobile Ad, Table Tent, Merchandise, Member card, and Web Banner.