

ABSTRACT

MEDIA PLANNING PROMOTION FAIRYFLOSS PARTY AND FAVORS AN EVENT ORGANIZER AND PARTY DECORATOR

Jakarta , as the capital city of Indonesia is a metropolitan city, has a population with modern lifestyle and always follow the trend. One of them is to celebrate special moment for their love one, their kids. Fairyfloss provides a service to help parents to create a special moment for their kid birthday party. There are several problem identified such as how to make client want to use Fairyfloss with an attractive media promotion. The methods of research data used qualitative methods. This Final assignment's planning use several theories such as general theories and special theories. From data that has been collected , continue to research a big idea. Next step from the big idea is finding the right media for promotion Fairyfloss. The media has been chosen are magazine ads, website , facebook, instagram , booth , flyer , booklet , and name card. For souvenirs there are memo , cake topper and chocolate packaging. The chosen topic for the final assignment of Visual Communication Design, the author choose topic planning promotion Fairyfloss party and favors an event organizer and party decorator. The proposal is structured to increase sales of this service.