PERANCANGAN PROMOSI KURSUS & PELATIHAN SENI RUPA DEMOZI INSTITUTE

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ABSTRAK

Penelitian ini bertujuan untuk merancang strategi promosi yang efektif untuk Kursus & Pelatihan Seni Rupa di DeMozi Institute. Seni rupa memiliki peran penting dalam mengembangkan kreativitas dan ekspresi diri, namun, masih banyak potensi yang belum tergarap dalam mendekatkan masyarakat dengan seni rupa. Metode penelitian ini mencakup analisis pasar, survei kebutuhan peserta potensial, dan tinjauan terhadap praktik promosi seni rupa terkini. Hasil analisis akan membentuk dasar untuk mengembangkan strategi promosi yang memadai, mencakup media sosial dan media cetak. Selain itu, penelitian ini juga akan mempertimbangkan elemen desain grafis dan visibilitas merek DeMozi Institute untuk meningkatkan daya tarik promosi. Selama proses perancangan, akan diperhatikan kebutuhan unik dari berbagai segmen target, termasuk siswa, dan masyarakat umum yang ingin mengembangkan keterampilan seni rupa mereka. Diharapkan bahwa penelitian ini akan memberikan panduan yang konkret dan terukur untuk mengoptimalkan promosi Kursus & Pelatihan Seni Rupa di DeMozi Institute, sehingga dapat menjangkau dan memotivasi lebih banyak individu untuk terlibat dalam pengalaman seni yang memuaskan dan mendidik.

Keyword: Promosi, LKP, desain, seni rupa

PROMOTIONAL DESIGN OF DEMOZI INSTITUTE'S FINE ARTS COURSE & TRAINING

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ABSTRACT

This research aims to design an effective promotional strategy for Fine Arts Course & Training at DeMozi Institute. Fine arts have an important role in developing creativity and self-expression, however, there is still a lot of untapped potential in bringing people closer to fine arts. The research method includes a market analysis, a needs survey of potential participants, and a review of current fine arts promotion practices. The results of the analysis will form the basis for developing adequate promotional strategies, including social media and print media. In addition, the research will also consider graphic design elements and brand visibility of DeMozi Institute to enhance promotional appeal. During the design process, the unique needs of various target segments, including students, and the public who wish to develop their fine arts skills, will be considered. It is hoped that this research will provide concrete and measurable guidelines to optimise the promotion of Fine Arts Courses & Training at DeMozi Institute, so to reach and motivate more individuals to engage in a fulfilling and educational art experience.

Keyword: promotion, course & training, design, fine art