

ABSTRACT

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The Design of Gulali Restaurant Promotion Video by Bonhomme

Indonesian cuisine has become one of the culinary rich in strong taste that can be found throughout Asia. Not only Indonesian cuisine, bread and cakes are also foods that are of interest to Indonesian people to be included as food, snacks or for gifts. Gulali by Bonhomme is one of the restaurants that serves Indonesian specialties and provides bread and cakes in it made with personal recipes, without preservatives and MSG. Lack of promotion makes Gulali restaurants require new promotional tools that can effectively provide information and product evaluations from restaurants and bakeries, therefore the promotional video is one of the means chosen as a new promotional tool. Target specific design for the general public and special employees of the Jakarta area. Design Hopes to increase the target audience of brand awareness of the Gulali restaurant by Bonhomme. The design is done by literature study, data search, problem analysis, creative concepts to the video production process. The results of the video will be published online on Gulali social media by Bonhomme.

Keywords: Restaurants, bakeries, promotions, videos, social media