

PROMOTIONAL VIDEO DESIGN FOR KONTINU CAFE, KUMBAKARNA STREET, SINGARAJA

ABSTRAK

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Penelitian ini bertujuan untuk merancang media promosi yang efektif bagi Kontinu *Café*, yang berlokasi di Singaraja, Bali, melalui pembuatan video promosi dan media pendukung lainnya. Proses penelitian meliputi tahapan pra-produksi, produksi, dan pasca-produksi, menghasilkan video promosi dengan durasi 5-10 menit serta media pendukung berupa video *Reels* Instagram, kartu nama, poster informasi, poster sosial media, apron barista, desain cup minuman, dan buku menu. Semua media tersebut dirancang untuk memperkenalkan konsep *Café*, meningkatkan visibilitas, dan menarik lebih banyak pengunjung. Pemilihan desain didasarkan pada kesesuaian visual, keterbacaan, serta kesan yang ingin ditampilkan sesuai dengan karakteristik target *audiens*. Melalui penggunaan media yang konsisten dan terintegrasi, diharapkan Kontinu *Café* dapat memperkuat citra merek, meningkatkan daya tarik konsumen, dan memperluas jangkauan pasar, terutama di kalangan anak muda. Hasil penelitian ini memberikan rekomendasi untuk penggunaan media promosi yang kreatif dan efektif untuk meningkatkan kunjungan ke *Café*.

Kata Kunci : Media Promosi, Video Promosi, Desain Kreatif, Kontinu *Café*.

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ABSTRACT

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This study aims to design effective promotional media for Kontinu Café, located in Singaraja, Bali, through the development of a promotional video and supporting media. The research process involved pre-production, production, and post-production stages, resulting in a promotional video with a duration of 5–10 minutes, as well as supporting media such as Instagram Reels, business cards, informational posters, social media posters, barista aprons, cup designs, and a menu book. All media were designed to introduce the Café's concept, enhance visibility, and attract more visitors. The design choices were based on visual consistency, readability, and the intended impression aligned with the target audience's characteristics. By utilizing integrated and consistent media, Kontinu Café is expected to strengthen its brand image, increase consumer interest, and expand its market reach, particularly among younger audiences. The findings recommend creative and effective promotional strategies to boost Café visitation.

Keywords : Promotional Media, Promotional Video, Creative Design, Kontinu Café.