DESIGNING PROMOTIONAL PRODUCT WALINI ORGANIC TEA
PT PERKEBUNAN NUSANTARA VIII

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Abstraction

About a decade ago, organic lifestyle trend becoming known in Indonesia. Along with the increase in income, education and insight into some of the people of Indonesia, began growing organic produce market in the country. The diversity of organic products has also been brisk in the industrial market from Indonesia fruits, vegetables, organic rice that has started to be developed for increasing market demand in the country.

PTPN VIII as the largest tea producer in the archipelago had participated in the development of tea products. Walini Organic Tea is an organic tea is successfully developed by PTPN VIII which has been introduced in West Java since 2003 and meet the standards of Sustainable Agriculture (Rainforest Alliance and Utz Certificate) certification that an international organic farming standards.

The number of tea products offered by competing manufacturers require PTPN VIII must carefully have a promotional activities so the corporate goals can be achieved, especially in the year 2009 PTPN VIII have an agenda to expand its market share nationally with improving the performance of downstream industries to two-fold. Therefore, PTPN VIII requires a media campaign to reach out and accepted by the target audience nationally.

Drafting Media Promotion Products Organic Tea Walini PT Perkebunan Nusantara VIII aims to introduce Tea Organic Walini to audience national targets so that people know the existence of these products. Initial method is to measure the understanding and perception of organic food and tea. And it can be concluded that the promotion of Walini Organic Tea is still in the stage of
introduction, so that still need to communicate the benefits of organic tea to the public.

The realization of this design in the form of television advertising that can reach communities nationwide, completeness sales promotion, and packaging Walini Organic Tea as a major media campaign strategy Walini Organic Tea. Also added to the magazine ads and newspaper advertorials as a mutually supportive media support each other in accordance with the concept of keyword "Kesegaran yang menghangatkan", the overall graphic style.

**Keyword : Promotion Media, Organic, Freshness, Warming up.**