

## **ABSTRACT**

### ***Kito Rato Promotion Campaign Design***

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*Kito Rato is a shop that uses the concept of a VW Combi food truck that looks unique and has a comfortable place to relax. Selling various kinds of drinks and food, the workers are all people with physical disabilities by empowering Kito Rato's disabled people to be independent, Kito Rato uses coffee suppliers from Sumatra using Krinci, Mandailing and Gayo coffee. Because the uniqueness they have is using a VW Combi food truck and the workers with disabilities by the Kito Rato shop are a differentiator from other coffee shops in BSD, so the Kito Rato shop needs to be as creative as possible to highlight its advantages, Stages of data collection, both data Verbal and visuals were carried out by direct observation at the Kito Rato shop and interviews with the founder, however, Kito Rato's shop currently does not take advantage of the importance of promotion in a coffee shop business, thus making Kedai Kito Rato less well-known to the BSD community. Not only relying on online promotions such as Instagram, but also offline promotion with it can make the right, effective, and branding promotion strategy. Because with the promotion, consumers can directly see Kito Rato products. which later could make Kedai Kito Rato better known by the people of BSD and its surroundings.*

**Keywords:** Campaign, Promotion, Food truck, Disability

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