

ABSTRACT

Defanny Imanda rizky (2020051005)

Development of Booth Activation to Increase BloomAire Product Sales

PT NARA CIPTA KREASI is a company engaged in the retail industry by seeing great potential to develop their business through BloomAire by selling using Booths in every exhibition. The market is held in a convention hall or open space hall in a mall which is temporary between 3 - 5 days. Booths or commonly known as stands are commonly used by retail businesses as a media display of a product that is promoted to the public that is communicative and informative, so a Booth is needed that can be used repeatedly with a practical and efficient design in its use. Therefore, a Booth activation design development program was carried out at PT NARA CIPTA KREASI which resulted in the Booth and Furniture in it being ready to be assembled and used every time a sale of various scales.

Keywords: *Booth Activation, mall, display*