### ABSTRAK

Delita Rahmanda Sari, 2022. **Perancangan Media Promosi Sayur Bada Menggunakan Teknik Fotografi *Still Life***. Tugas Akhir, Program Studi Desain Komunikasi Visual (S1), STIKI – MALANG, Pembimbing: Yekti Asmoro Kanti, Co. Pembimbing: Rina Nurfitri

Kata kunci: Media promosi, Sayur Bada, Fotografi *Still Life*

Perancangan Media Promosi Sayur Bada Menggunakan Teknik Fotografi *Still Life* dibuat untuk membantu Bada dalam menyelesaikan permasalahan dalam segi media promosi (membangun media baru untuk *reseller*) serta *asset* visual Bada sehingga menghasilkan Media Promosi berupa Katalog Produk, Feed Instagram dan Instagram Story Bada, Poster, Brosur, X-Banner, dan Kalender berbasis Foto Produk asli sayur Bada yang relevan dan ramah dengan platform penjualan yang telah dimiliki sebelumnya. Foto produk terhadap sayur Bada penerapan teknik Fotografi *Still Life* yang menjadi unsur utama dalam media promosi yang dirancang. Adapun dapa penelitian kali ini telah dilakukan pengujian terhadap hasil perancangan melalui kuesioner terhadap 20 responden (*customer* Bada).

### ABSTRACT

Delita Rahmanda Sari, 2022. **Bada's Vegetable promotion media design using Still life Photography Techniques**. Final Project, Visual Communication Design Study Program (Undergraduate), STIKI – MALANG, Advisor 1: Yekti Asmoro Kanti, Advisor 2: Rina Nurfitri

Keywords: Promotional media, Sayur Bada, Still Life Photography

The design of Bada’s Vegetable Promotional Media Using Still Life Photography Techniques was created to assist Bada in solving problems in terms of promotional media (building new media for resellers) and Bada's visual assets so as to produce Promotional Media in the form of Product Catalogs, Instagram Feeds and Bada Instagram Stories, Posters, Brochures, X-Banner, and Photo-based Calendar Authentic Bada vegetables relevant and friendly with pre-owned sales platform. Product photos of Bada vegetables applying the Still Life Photography technique which is the main element in the promotional media that is designed. As for this research, testing has been carried out on the results of the design through a

questionnaire to 20 respondents (customers of Bada)