

## **ABSTRACT**

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***Concentration Advertising***

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***Online Strategy Promotiof of Maken Living to Achieve The Target of Products Home Decoration Period 2016-2017***

***Thesis Year 2018 + 161 page***

***Reference 19 Books + 10 Online Source + 9 Journal***

*Maken living is one of creative industrri that is in yogyakarta and using online media as media promotion.Many competitors that is more strict , maken living hold innovation and create in determining a strategy of promotion to compete .This study attempts to described a strategy of promotion online done by maken living to reach the target of home decorating period 2016-2017 .*

*The type of research that used is qualitative descriptive case study. The data collection techniques that used by researchers is the technique of interview and documentation study owned by Maken Living. Then after collected data complete, the researchers conducted data analysis then draw conclusions from the data.*

*The result of the reaserch shows that the promotion strategy done by Maken Living is implemented though several stages : Determining the target audience, determining the purpose of promotion, developing media planning, making the message content, and promotion evaluation. Planning done is good and proper use. The online promotion prtices that include online advertising,online sales promotion, online personal selling, online public relations, online direct marketing and evaluation planning is good by Maken Living.*

***Keyword : Online Promotion Strategy, Online Promotion, Maken Living***