

ABSTRACT

Final Task subject is held by the Faculty of Art and Design of Maranatha Christian University as a part of curriculum, as a final challenge for the students. They are given chances to explore great ideas, transform the idea into concept, and to apply all skill, knowledge, and experience they have to realize it.

In this occasion, the student choose to promote an ice cream parlor located in Bandung, which has a great potential to develop but it has lack of brand awareness. This promotions are to increase the brand awareness of this ice cream parlor, in order to make the parlor more recognized. It's not just re-design but also make some strategy of promotion that efficient and effective for this parlor.

In the end the student had to present the task to the docents, and defended the idea and the concept. The subject Final Task could be passed when the students achieve proper final score, according to established standards.

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