

ABSTRACT

Harahap, Nasruddin. 2013. **Designing Furniture Selling Centre in Pasuruan**. Mentors: Nunik Junara, MT and Arief Rakhman Setiono, MT

Key words: Promotion, Furniture, Pasuruan, and High-Tech Architecture.

Furniture Trade in Indonesia can influence currency exchange because it's products not only liked by domestic public, but also foreigners. Based on this trade, promotion really determines the result of products that are promoted. Promotion is an effort of producer to attract consumer's attention on purpose to introduce the products that are produced. There are some matters in promotion like product, price, promotion and place. These matters need to be concerned in promotion.

Nowadays Furniture has been a necessity to complete and decorate room because it is like an instrument that can support some daily activities. Therefore, the shape and model increase well. Furniture products can be bought in half raw or finished condition. It also can be bought in big amount or single unit. There are some kinds of the product such as chair, sofa, cupboard etc. The wood that is used in furniture production are "jati, sonokeling and mahoni".

Based on East Java Statistic Center, Pasuruan is a part of east java province that has a role in furniture trade growth. It proves that Pasuruan furniture product is liked enough by public. Besides that, the port in Pasuruan also helps the basic commodities distribution of production. We may find easily this industry in south Pasuruan, especially in "Bukir, Sehani, Krapyakrejo, Gentong and Petahunan" village. High-tech architecture is a method on architecture that focus on idea and suggestion of modern architecture, it brings out the impression of building structure and technology.