

## ABSTRACT

Indonesia has a variety of traditional cuisine, one of which is the traditional snacks. Indonesian traditional cuisine has its own characteristics, both of raw materials and processing techniques. Globalization in major cities makes many traditional snacks are modified to maintain its existence. Depok one of the city close to the capital, making it into one field of culinary tourism destination. In Depok, there are small business which makes the pancong cake as traditional snacks with its main menu in Warung Pancong Mang Dadang dan Mang Kumis with the design of a media campaign on the pancong stalls, is expected to maintain the existence of cake pancong as traditional snacks as well as providing information to the target audience that there are stalls pancong in Depok. To determine the appropriate promotional strategies with target audiences then used the theory of promotion, advertising, visual communication design, media, traditional and culinary tourism destination. Media promotion among others, radio ads, application of Warung Pancong Mang Damis, packaging design, and other supporting print media.

Keywords: *Promotion, Culinary, Traditional Snacks, Pancong Cake, Depok.*