

ABSTRACT

Pizza Go is a first brand of unique and nowadays culinary/snack which opened from last 2017 in Bandung city. The unique of Pizza Go is how to processed which is by fried, but doesn't relieve the original taste of pizza. The final project with title "Designing Promotion of Pizza Go" have the purpose to more inform and strengthen the USP and benefit that Pizza Go has, because the promotion of pizza go still not suitable and not delivered properly to the target audience before, so that causing a decrease in sales. This design is using qualitative method in collecting data such as case studies, observations, interviews. This design is aimed to target audience of students and college students from the middle social class in the city of Bandung. Through this design strategy approach, a creative promotion strategy and visual media will be carried out that are in accordance with the target audience, so that the goal will be created to increase back the sales of Pizza Go.

Keywords: Pizza Go, Fried Pizza, Promotion, Increase Sales