

ABSTRACT

The development of business in the culinary field has been growing rapidly, especially in the city of Bandung. The city of Bandung is also known as one of the most popular culinary locations for culinary lovers, we can find a variety of diverse foods in the city of Bandung, ranging from traditional snacks to international. Scoop and Scoops is one of the ice cream cafes that offers ice cream flavors with different Unique Selling Points. Namely by offering a taste of ice cream with a local flavor to an international flavor. This study aims to create a promotion then, it needs a promotion to the target audience so that there will be a stable sales of local flavor variants with other flavor variants and highlight the value of these products owned by Scoop and Scoops.

Promotional activities are one activity that is not only a tool to achieve a purchasing process, but can stabilize sales and highlight the value of the product. Due to the instability of sales between local flavors and other ice cream flavors which turned out to be a low percentage of local ice cream flavors. Therefore, by using the promotion mix between advertising and direct marketing, advertising as a form of promotion and direct target audience response to encourage purchases.

Keywords: *Promotion, Advertising, Direct Marketing, Sales Stability, Encouraging Purchases.*