

ABSTRACT

DESIGNING A PROMOTION STRATEGY

FOR MSME PRODUCTS ZONA MANIS BANDUNG

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Bandung is one of the favourite places for culinary tourism destinations. Currently, culinary delights that are loved by the community and become a trend are 'contemporary' and unique snacks. One of the contemporary products that is present is a product with the name Zona Manis which provides a variety of foods and drinks, the majority of which are sweet in taste. However, the lack of brand awareness so that the Zona Manis is still not known by the wider community due to problems in promotional activities and social media. Therefore, the purpose of this study is to design a promotional strategy that can increase the brand awareness of the Zona Manis so that it is better known to the public. This study uses qualitative methods using data collection techniques in the form of literature study, observation, interviews, and questionnaires. From the data obtained, then further analysed using the SWOT, AOI and AISAS methods. The result is a promotional activity design using digital media through media that utilizes a direct selling strategy using a vending machine using brand activation in the form of a challenge. Coupled with the use of social media as a support for the success of this promotional activity.

Keywords: Culinary, promotion, brand awareness, brand activation, vending machine.