

ABSTRACT

Sushi is a typical Japanese food that is quite popular in Indonesia. Sushi is increasingly easy to find anywhere and is widely consumed by the upper and lower middle class people. Now it is not only available in restaurants, but can be reached by Micro, Small and Medium Enterprises (MSMEs). On The Way Sushi (OTW Sushi) presents itself as a Micro, Small and Medium Enterprise (UMKM) which was established in 2015 and comes from Bandung. OTW Sushi is a Japanese food brand that serves a variety of quality and fresh sushi variants and offers affordable prices. The problem so far is that the number of consumers has not increased significantly and the information about the advantages of the product is not conveyed to its target audience through social media. This is also related to the promotional strategy efforts that have been carried out. The social media used is still not optimal and there are still many things that need to be improved in terms of promotion and visuals. So this design aims to strengthen positioning. And the methods used in the interest of data collection are, interviews, observations, literature studies and questionnaires. The results of the promotion and visual design are needed to strengthen the positioning of On The Way Sushi (OTW Sushi).

Keywords: Sushi, Promotion, Positioning