

ABSTRACT

The increasing competition in the culinary industry in the city of Bandung, especially the pastries of other contemporary artists who are present in the city of Bandung, is one of the reasons that make Delchi Patisserie must plan a good promotional strategy so that consumers want to interact with their products.

Delchi Patisserie was founded in April 2016 in Bandung as a local business in the home-based culinary industry with a concentration on desserts and patisseries under the CV. Pramadana Boga Rasa. Serving authentic Japanese Patisseries that are light and delicious with different sensations, many menu variants and processed from local ingredients will taste but low in sugar. The lack of optimal message conveyed makes brand awareness among the community not formed. The solution that the author offers is to design a promotional creative strategy for Delchi Patisserie. The methods used by the author in writing are through qualitative methods, observation methods, questionnaire methods. Theories used are SWOT, AISAS, and AOI. To formulate a promotional strategy.

With this writing, the author can increase public awareness of Delchi Patisserie as a pioneer of Japanese patisserie culinary in the city of Bandung, and can help creative strategies in building promotional media to increase brand awareness.

Keywords : Brand Awareness, Delchi Patisserie, Japanese Patisserie, Promotional Strategy, Social Media