

## **ABSTRACT**

This research is based on a phenomenon that is currently happening in Padang. In Padang, sweet dish or desserts are now increasingly popular and are getting more and more fans. More and more cafes and restaurants do not only make sweet dish or desserts as side dishes, but also make various types of desserts as their main menu or main course. Sweettooth Café is an SME with the concept of a café and bakery which was once just a bakery. Visitors can eat main dishes, sweet dishes, and various types of drinks. The author uses the observation method to obtain product and company data, the interview method to obtain in-depth data about the constraints experienced, and the questionnaire method to get data about the target audience of the company, and literature studies that aim to support writing. According to the results of interviews and questionnaires, the majority of Padang people still do not know if Sweettooth Café has a new menu. The design of this promotional strategy aims to increase brand awareness and brand knowledge of Sweettooth Café by using the main media and supporting media. The author uses billboards as the main media in the promotion of Sweettooth Café Padang. Meanwhile, social media and event booths are used as supporting media. The design of this promotional strategy is expected to increase the brand awareness and brand knowledge of Sweettooth Café.

**Keyword : Bakery, Café, Promotion, SME.**