

## ***ABSTRACT***

The Surabaya Research and Development Regional Development Planning Agency reports that there are 12,495 MSMEs engaged in the food sector with a total contribution of 283.43 trillion in 2019. Among the large number of MSMEs in the food sector in Surabaya, there are MSMEs in the healthy food sector, one of which is Oemah Legit Dps. Oemah Legit Dps is one of the MSMEs from the city of Surabaya which is engaged in healthy culinary which offers carrot-based cake products. During its establishment, Oemah Legit Dps offered to competitor businesses that had been around for more than a year so that they had grown more rapidly, and had offline stores and superior promotions. Therefore, a design system is needed in offering it to the wider community that is designed in effective promotional activities. In this study the authors collected data through observation, literature study, questionnaires, and interviews which were then analyzed using SWOT analysis, PLC, and comparison comparisons. The resulting design is in the form of a design system and promotional media which are expected to help Oemah Legit Dps compete with similar competitor businesses.

**Keywords: Media design, promotion.**