

ABSTRACT

Currently the growth of the culinary business in Indonesia is progressing rapidly, this growth is marked by the number of new culinary businesses spread throughout Indonesia. Culinary meatball is one of the many culinary delights that are currently growing rapidly, especially in the city of Tasikmalaya. The high competition eventually raises the problems faced by several culinary businesses in Tasikmalaya.

Mie Baso Sari Rasa is one of the meatball culinary businesses that experienced a decline in sales due to the increasing number of competitors, and caused the existence of Mie Baso Sari Rasa to be rivaled by other meatball noodle business competitors, with the problems faced by Mie Baso Sari Rasa, namely the lack of awareness among the public. For this reason, the author will design the right promotional for Mie Baso Sari Rasa with the aim of being able to attract consumers and increase good awareness to potential consumers.

This design was made using data collection methods in the form of observations, interviews, questionnaires, and literature studies, as well as data analysis methods in the form of SWOT, AISAS and AOI. It is hoped that this design can be useful and become a solution for Mie Baso Sari Rasa Tasikmalaya.

Keyword : *Bakso, Culinary, Promotion, Tasikmalaya Culinary.*