

ABSTRACT

Bread and cakes are staple foods that have been started since the Dutch occupied the territory of Indonesia and continue to grow to this day. The development of bread and cakes has undergone many changes and variations with various flavors and shapes, the culture of eating bread is usually done by western people and introduced in Indonesia by way of buying and selling. The development of the bakery industry is growing rapidly which is mostly due to the increasing demand for bakery products. Le Miel House Bakery is one of the SMEs that produces and sells various types of bread and cakes. Le Miel House Bakery has the potential to be further developed to be better known among the public and can attract attention to its target audience, where in the pyramid brand awareness Le Miel House Bakery is still at the lowest level, unaware. So, in this final project it is necessary to design a promotion strategy. The purpose of this final project is to design appropriate promotional strategies and promotional media to promote Le Miel House Bakery to increase awareness among teenagers to adults from 17-30 years old. This design uses a qualitative research methodology with data collection through interviews, observations, literature studies, and questionnaires. Then the data obtained were analyzed using SWOT, AOI, and AISAS analysis. It is hoped that the design of this promotional strategy can increase the brand awareness of Le Miel House in the city of Bali.

Keywords: Promotion Strategy, Promotional Media, Le Miel House