

## **ABSTRACT**

*The design of the promotional media for Bolu Kemojo Al-Mahdi aims to be a promotional media for Bolu Kemojo Al-Mahdi which is located in Pekanbaru City, Riau. Al-Mahdi experienced a decline in sales due to a lack of promotional media, so that with the design of this promotional media, it could introduce Al-Mahdi's Bolu Kemojo product to the wider community, especially during the pandemic. The design process goes through the stages of data collection, both verbal and visual data with observation, interviews and documentation techniques, the data is analyzed using SWOT and AISAS techniques. Collecting data through observation, interviews and documentation, then the data is processed into a promotional media design concept. The results of the design of promotional media in the form of Below the Line such as banners and banners, and Through the Line such as Instagram pages, Facebook page, and sales through e-commerce. The concept of designing the Bolu Kemojo Al-Mahdi promotional media used is to display Bolu Kemojo food products in the form of images/photos into promotional media both through Print Media and Digital/Social Media. The target audience for this promotional media design is teenagers to adults in Pekanbaru.*

*Keywords : sales decline, promotional media, promotional mix.*