

ABSTRACT

In modern times like today, the emergence of fast food restaurants is increasingly mushrooming. In addition to Indonesians, almost all citizens of the world like a variety of specialties of fast food restaurants. Guzzbun is an UMKM that sells burgers engaged in fast food culinary. However, Guzzbun has problems, namely declining sales and also has the problem of lack of branding from Guzzbun which currently only displays visual imagery without showing the characteristics of Guzzbun, this study aims to design a branding strategy for Guzzbun in Bandung, so that Guzzbun can compete in the market and can be widely known by the people of Bandung. That way how is the right way to convey the right message to Guzzbun, so that the promotion carried out becomes effective and efficient. This research was conducted to develop Guzzbun's business. In this study, the author will develop using qualitative methods, which will be in the form of observations, interviews and questionnaires that will be distributed. And the benefits of this promotion are to increase sales and also so that Guzzbun is better known by the public.

Keywords: Promotion, Guzzbun, Positioning, Visual Media.