

Abstract

Ganjel Rel Masjuki is a legendary bread from the city of Semarang that has a distinctive Indonesian spice flavor that makes this bread different from other breads. According to a survey that has been conducted, 90% of tourists who come to the city of Semarang do not know Ganjel Rel Masjuki bread. This is due to the lack of public awareness and the limited promotional media used. Thus a promotional strategy is needed to deal with this problem. For the method used in this research using qualitative methods including observation, interviews, literature studies, questionnaires, and the analysis model used is AISAS. The theories used in this research are Promotion theory, Media, Communication, Advertising, and DKV theory. As the final result of this research is the design of a promotional strategy in the form of an Integrated Promotional Campaign.