

ABSTRACT

With a very large population of young families in Banjarmasin, many Indonesian culinary entrepreneurs have experienced a decline in the number of visitors, especially young families, because today's young families tend to like modern places to eat to fill their spare time.

Angkringan Pak Lik is one of the culinary businesses as well as a hangout in Banjarmasin. Because the promotion has not been maximized, it makes potential consumers less interested in Pak Lik's Angkringan. To overcome this problem, the right promotion strategy for Angkringan Pak Lik was designed to compete with competitors and to design attractive visuals and media to attract consumers' interest.

This design was made using qualitative methods using data collection methods in the form of observations, interviews, questionnaires, and literature studies, as well as data analysis methods such as SWOT, and AISAS. It is hoped that this design can be useful and solve problems for Angkringan Pak Lik.

Keywords: *Culinary, Angkringan, Promotion Strategy, Banjarmasin*