

ABSTRACT

DESIGNING PROMOTIONAL STRATEGIES FOR YUMYUM DIMSUM SME

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This study aims to design a promotion strategy for Yummy Dimsum in Bandung. So that Yummy Dimsum can compete in the market and can be widely known by the people of Bandung. As well as the benefits of self-promotion, namely increasing sales. Lately, dimsum is one of the most popular foods, not only in Bandung but in various parts of Indonesia. That way, what is the right way to promote Yummy Dimsum, so that the promotion is carried out effectively and efficiently. This research is a type of research to develop a Yummy Dimsum business. In this study the author will develop using quantitative methods, which will be in the form of observations, interviews and questionnaires that will be distributed. The theories used are marketing theory, advertising, AISAS, and promotion mix. Based on the results of research that has been done that Yummy dimsum really needs promotion because they have never done promotions. By utilizing the Instagram media platform as a promotional medium.

Keywords: *Promotion Strategy, Yummy dimsum, Chinese food.*