

ABSTRACT

The city of Medan is famous known for having a many types of culinary world, however, competition between fellow culinary types that provide similar food and drinks is already a lot, in the Medan itself, popularity or already having a name since long time ago is very much being an advantage for any culinary business, so promotional methods are very rarely applied in known culinary. Sop Kaki Kambing & Sate Kambing "Bang Moes" is one of the new culinary in Medan, but the problem of increasing sales and awareness from the public there is still arguably lacking, because similar culinary competitors are well known and often visited by the people of Medan. Promotional media is one of the powerful weapons to increase public awareness of this culinary and can facilitate culinary businesses to increase their sales target market in the city of Medan, with a qualitative method consisting of interviews, observations and others. So it can be concluded and create research results consisting of visuals and designs that will be applied to promotional media.

Keywords: Promotion, Culinary, Visual, Media