

ABSTRACT

DESIGNING A PROMOTIONAL MEDIA STRATEGY

FOR DE BENTA'S SME

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Indonesian society has become increasingly aware of the importance of health for the body. Gluten is one of the proteins found in food; however, there are certain segments of the population that have restrictions on gluten consumption. De Benta is one of the micro, small, and medium enterprises (MSMEs) located in the city of Tangerang that produces packaged gluten-free food. The issue faced by De Benta is the lack of public awareness regarding their products, necessitating the development of a promotional media and marketing communication strategy. This research employs four methods: observation, interviews, questionnaires, and literature review, along with SWOT analysis and comparative matrix analysis, to gather data. The media to be designed include Instagram, WhatsApp, and various complementary platforms to address the challenges faced by De Benta. The objective of this design is to create a promotional message through various media channels to enhance brand awareness for De Benta.

Keywords: *Gluten-free, De Benta MSME, Promotional Media*