

ABSTRACT

Friend Chicken is one of the fast food dishes offered by culinary business people. The culinary industry business competition grew rapidly and also had an impact on Mr. Big Friend Chicken. therefore innovation is needed to support the culinary business, namely the implementation of promotional media. The method used for this research is a qualitative method and the analytical model used is AISAS. The theory used is promotion theory and marketing theory. The end result of this study is that promotion is carried out using 2 methods, namely short-term promotion is carried out by opening food truck activities while long-term promotion is carried out by providing regular promos on weekdays and weekends.

Keyword : Friend Chicken, Strategy Design, Promotion.