

## **ABSTRACT**

*Sanjai Nitta cRackers are MSMEs established in 1988. Located on Jalan Raya Kaphe Panji No.17, Nagari Ladang Crater, Banuhampu District, Agam Regency. Sanjai Nitta crackers are ready to compete with similar businesses in Agam Regency area. The large number of competitors offering similar products made Sanjai Nitta experience a decrease in revenue, this is due to the lack of good promotional development. To increase revenue and visitors so that it can be superior to other competitors, a promotional strategy is needed to overcome the problems of Sanjai Nitta Bukittinggi. The methods used for this research are qualitative methods and the analysis models used are SWOT, AOI and AISAS. Meanwhile, the theories used are promotion theory, advertising theory, advertising Media theory, DKV theory, AISAS analysis theory, AOI analysis theory, and SWOT analysis theory. The final result of this research design is in the form of a new packaging design that contains cultural values and is related to holidays such as Bukittinggi City Anniversary, Indonesian Independence August 17 and the Holy Month of Ramadan.*

**Keywords:** *promotion, MSME, Traditional culture, Celebration*