

Abstract

From the current situation, Indonesian society, especially students, tend to prefer instant food. Apart from not requiring much time for preparation, instant food is also affordable, which helps students save on their budget. In addition to instant noodles, students particularly enjoy spicy food, and this trend has led to a high consumption of instant noodles in Indonesia. Mie Best wok, as one of the brands specializing in spicy instant noodles, can help meet the needs of the Indonesian people. However, Mie Best wok has not received much attention from the public, especially students, due to a lack of promotion. Social media, which is frequently used by Gen-Z to seek information, has a significant influence on the information they receive. Therefore, it is important to use promotional strategies to promote Mie Bestwok through various media to make it known and popular among the public, especially students, on a broader scale. Additionally, this aims to convey product information with the goal of increasing sales and competing in a larger market. The design of this promotional media relies on the facts and phenomena occurring in society, using qualitative methods such as observation, interviews, questionnaires, and literature studies. Subsequently, the data will be analyzed using SWOT, AISAS, and AOI methods. So as to produce an event experience from best wok noodles so that the target audience can be more aware of the best wok brand.

Keywords: *Bestwok, Event Experience, Instan Noodle, Promotion Strategy, Spicy Food*