

ABSTRACT

To maintain tight competition, processed food products must be innovated and menu variations must be created. Bread (bakery) is one of the food processing trends that continues to grow from year to year. MSME owners want to enter a wider market, especially through digital platforms. Rumah Donat has set a local market target with various shapes and unique sweet donut toppings, pampering donut lovers. Rumah Donat must optimize promotions to keep up with the increasingly tight competition. The right promotional strategy can attract customers' attention. For this design, qualitative data collection methods were used, including interviews, questionnaires, observations, and literature research. The data analysis theories used are AIO, AISAS, and SWOT, among others. The author chose to use social media as a means of chatting and promoting directly when creating this promotional strategy. They also chose to use social media in relation to the target audience and event booth. Other business actors are expected to continue to develop their products and promote to their target audiences using increasingly sophisticated media and information technology.

Keywords: Donut House, Promotional strategy, Promotional media