

ABSTRACT

DESIGNING PROMOTION MEDIA

FOR SME AMALIA COOKIES

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Culinary industries had become a one of the most favorite for the MSME and SME industries focus. And one of it from culinary industries which in favor to most of the MSME and SME is a cookies business because according to data showed by Badan Pusat Statistika on 2022, the consumption of cookie had a positive increased trend which is recorded from 2018 to 2021, because of the positive trend, many of SME starting their business on cookies business, and of them is SME Amalia Cookies which started its business since 2017, but despite of its initiation, Amalia Cookies still had a problem, mainly on its promotion part which causing the people didn't know or recognize Amalia Cookies, analysis reveal that, Amalia Cookies lack of online promotion which cause the brand got barely recognized and makes it competitor that had same name brand to be more recognized. Because of it, the needs for a promotion for Amalia Cookies is required for Amalia Cookies to increase its brand awareness, the research were initiated using a research method such as which one if it consist of data gathering technique such as Observation, interview, and library study, the gathered data will be analyzed using SWOT and Comparison Matrics with a purpose to create a promotion media which can push the increase of brand awareness of Amalia Cookies, and make it easier to distinguish it with other brand.

Keyword: Promotion, Amalia Cookies, Media Promotion