

ABSTRACT

Honey is a food that is special because of the taste, nutritional value and high efficacy. Honey is a fluid-like syrup, brown, thick and sweet taste have turned out to be produced by bees and other insects from the nectar of flowers. Batu honey is honey produced and is located in Batu, has 16 different flavors with the efficacy and benefits of different. When this started many emerging new brand in Kota Batu, the emergence of new competitors made Honey Batu need to hold a promotion more than ever before. Currently in Kota Batu there are several companies that process and produce honey honey itself. Some of them are KUD Kota Batu and Pusat Perlebahan Kota Batu. KUD Kota Batu had already products Queen Bee honey brand. Honey Queen Bee has three flavors including honey randu, honeysuper and honey super flora. As a first product, honey Queen Bee had already been able to attract the attention of consumers.

Data collection was done by interview, literature study and observation. The design of this promotion will conduct Batu Madu exhibition as well as the use of media support such as posters, banners, billboards, x-banner, and website. Honey will be promoted Batu in East Java in large cities such as Malang, Surabaya and Sidoarjo, that can do a thorough promotion in East Java.

Keywords: Promotion, Honey, Benefits.