

ABSTRACT

Potato chips and other snacks can also provide a quick energy boost. The sugar or carbohydrates contained in snacks can provide a temporary energy spike, although this effect does not last long. This can help someone to stay focused on doing their tasks, "Guribee" is a creation of Calbee Wings, a company known for its dedication to creating innovation in the food industry. Guribee products offer a unique experience with four layers of unmatched flavors. In every bite, Guribee products have a level of Brand Recognition because many audiences do not remember this product even though it has been intensively promoted in 2021. Therefore, qualitative research methods are used, by collecting data from observations, interviews, questionnaires, which are then processed using analysis, SWOT and AOI to formulate creative strategies and promotional strategies, as well as selecting the right media, for Guribee product promotion. So it can raise public awareness about Guribee products. Thus, designing a promotional strategy for Guribee products can make Guribee more widely known.

Keywords: Guribee, Potatoes, Promotion