

ABSTRACT

Culture is a way of life that grows, and is shared by a group of people and passed down from generation to generation. Culture is made up of many intricate elements, including customs, language, tools, clothing, buildings and artwork. In modern times, many culinary festivals are held to increase the sales and tourism of a region. Culture Culinary Festival of Papua is a cultural culinary festival of Papua that has not found a good identity and promotion, entering a very competitive era of competition, culinary festival of papua culture requires the target audience. Thus, a Papuan Culture Culinary Festival was designed to target a wider target audience of Bandung City, especially young people. Using qualitative research methods to generate descriptive data in the form of written or oral words of people and observable behavior. To know the right promotion and media strategy with target target, used promotion theory, advertising theory, nutrition theory for pregnant mother, AISAS, psychology theory and visual communication design.

Keywords: Bandung, Papua, Society, Challenges and Hits, Social Media, Spicy.