

## **ABSTRACT**

### **PROMOTION MEDIA DESIGN OF TALAMAK BOWL**

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Indonesia has a great and priceless culinary potential of the archipelago. The culinary industry sector in Indonesia currently has a vast and increasing market, because the culinary sector is quite promising because it has economic value but still has advantages. Talamak Bowl is a small and medium-sized business (SMEs) in Bandung that is engaged in the sector of the culinary industry with West Sumatra characteristic since 2017. Talamak has a considerable business opportunity but is still not well known by the public and has not increased sales. Seeing more culinary industry SMEs in the city of Bandung, it is necessary to have creative and innovative ideas in offering products to the people so that they can be more superior to the others. One of the strategy is optimizing the effective of promotional activities.

Resolving the problems above, it is needed to make promotional media design of Talamak Bowl by carried out the method of collecting data through observation, interviews, questionnaires and literature and also the analytical method used is a comparison matrix to form an attractive design concept in making promotional media. This design is expected to increase sales dan and the better known Talamak Bowl brand in the community.

Keywords: media design, promotion, cuisine, nasi Padang