

## **ABSTRACT**

*Hamburger is a type of fast food in the form of a round bread in the middle containing a patty (ground beef), then vegetables such as lettuce, tomatoes, and onions and basically the sauce on the burger is given a type of mayonnaise, tomato sauce and chili sauce. The word hamburger comes from the name of the city in Germany, Hamburg. Hamburger itself began to invade America and then developed into an American burger and after that it became famous throughout the world, one of which is in Indonesia. Indonesia has one of the burger shops, namely Arm Burger. Arm Burger, a burger shop with Indonesian flavors that carries a Punk and Metal theme. Starting from the music played, the graphics that are served, as well as the naming on the burger is synonymous with punk and metal music. Armburger itself originated from an owner who loves Punk and Metal music who formed a shop inengkong in early 2019. Now, Arm Burger already has 2 shops, namely on Jl.Ir.H. Juandan and Jl. Orchid No. 55, Bandung. Arm Burger itself has a lack of awareness that affects its sales. This design was made to increase awareness as well as increase burger sales again. Of the several promotional design methods carried out through theory, observation, interviews, and data analysis were carried out to create a design strategy for this promotion to increase awareness and sales of the Arm Burger shop. This design is made in the form of event media as well as supporting media such as visual content on social media as well as other printed media to be conveyed to the intended target audience.*

*Keywords: Burger, Indonesian taste, Punk and Metal, Promotion, Event, Visual.*