

## **ABSTRACT**

*There are lots of variety culinary business in Cirebon. One of them is known as Pizza Hotzz. As a MSMEs culinary business, they provide good quality pizza with mozzarella cheeses at a very affordable price. One of the advantages of Pizza Hottz is that their pizzas use only quality ingredients to be sold for the consumers so they don't have to spend more money to eat one good high quality pizza. Unfortunately, their business sales has decreased each and every year because they have not done any promotion. Based on the interview from the writer had with the owner, turns out the owner of Pizza Hotzz does not know the effective way to do a promotion. However, with the right promotion strategy through out designing for the target audience, it is hoped that the spread of the information from Pizza Hotzz promotion will be run more effectively. The design itself will use qualitative methods for collecting data such as observation, case studies, interviews and questionnaires. The results of the design itself is to promote Pizza Hotzz with the main media creating a pizza eating competition event which is expected to increase the sales of Pizza Hotzz.*

*Keywords: Promotion Strategy Design, Pizza Hotzz, Cirebon Culinary*