

ABSTRACT

PROMOTION STRATEGY DESIGN OF DE LEMPUNG KURING FOR TEENAGERS

There are many islands in Indonesia which are then further divided into several provinces. With the division of these several provinces, a large number of various tourist destinations have sprung up. The number of tours in Indonesia, one of which is culinary tourism destinations. The city of Bandung is one of the favorite culinary tourism cities in Indonesia. One of the culinary tours in Bandung and more precisely in West Bandung Regency is De Lempung Kuring. This restaurant is quite crowded with visitors but most of them are married. It's just that the owner wants to attract or attract young people to visit this De Lempung Kuring. One of the efforts to attract the attention of young people is by conducting promotional activities. This research is included in qualitative research with data acquisition through observation, interviews, literature study, and questionnaires. The strategy for this promotion is based on the theory of Visual Communication Design, marketing theory, promotion theory, SWOT theory, and AISAS theory. This design is made to expand visitors to young people who are not familiar with De Lempung Kuring and provide information using print and digital media as well as the main media, namely events with the intended target audience. Promotional visual media are made in the form of print media, namely posters, billboards, brochures, banners, merchandise, and digital media, namely Instagram stories, Instagram content, Video Profile, Website, Twibbon, and Instagram Live. So with the design of this promotion strategy using creative strategies according to the target audience can be a solution to existing problems.

Keyword: Floating Resto, Culinary, Culinary tourism destination, Promotion