

ABSTRACT

One of the famous traditional foods in Sukabumi City is mochi cake. Although mochi cake comes from Japan, this traditional cake has been attached and is known as a traditional food typical of the city of Sukabumi. Mochi is a round cake, sprinkled with flour and feels chewy when eaten. Mochi cake has a sweet taste that comes from the sugar dough.

One of the shops that sells mochi cakes in the city of Sukabumi is Mochi Kaswari Lantern. Mochi Kaswari Lantern is one of the few shops that make and sell mochi in Sukabumi city. Most visitors who visit the Mochi Kaswari Lampion shop prefer to buy mochi products that have unique and contemporary flavor variants. However, after observing the Instagram social media site managed by Mochi Kaswari Lampion, this activity to promote MSMEs has been carried out. However, from the many promotions that have been carried out, these promotions are not focused on the attractiveness and uniqueness of the mochi flavor variant.

The problem that becomes the background of this research is that the promotion carried out by Mochi Kaswari Lampion is not focused on the advantages and uniqueness of the mochi product and also that product marketing is still in the realm around the area where the shop is located, namely Sukabumi City. Based on these problems, this study aims to design a promotional strategy that is in the global realm. The research method used is qualitative method with data search through observation method, interview method with Mochi Kaswari Lampion and target audience, literature study method, and questionnaire method.

The results of the research achieved were to design a promotional strategy for Mochi Kaswari Lampion by using a contemporary flavor variant as the main ingredient for this promotional activity. Thus, the results of this study can be useful for Mochi Kaswari Lantern.

Keywords : Kekinian, Media Sosial, Mochi, UMKM, Promosi