

ABSTRACT

OMA KIM BAKERY PROMOTION STRATEGY DESIGN

Bread and cakes are an alternative menu for Indonesian people to fulfill their daily needs as a substitute for rice. In the Bogor area, there are many cake and bakery shops from small shops to large shops that sell various types of bread with various flavors. One of them is OmaKim Bakery, which is a bakery and cake shop with premium quality that pays attention to the cleanliness of every ingredient and tool, which is intended so that all bread and cakes marketed can have quality bread that is safe for consumption every day. The problem behind this research is declining sales, or not achieving sales targets experienced by OmaKim Bakery, so this study aims to increase sales targets for OmaKim Bakery stores. The method used in this study is a qualitative method, with data search through observation, interviews, literature study, and questionnaires. The data obtained were analyzed using the theory of design, communication, and promotion. The results of this study are the design strategy of OmaKim Bakery promotion with media in the form of poster, website, standing banner, and social media content as media to convey messages that are in accordance with the target audience, and also visual media that are in accordance with the target audience are expected to increase the sales target of the OmaKim Bakery Shop.

Keywords: Bread, promotion, strategy