

ABSTRACT

Bandung City, which is the capital city of West Java Province, has a variety of culinary tours that designated as a leading culinary tourism destination. Of the many types of culinary in the city of Bandung, Burgertard which was founded in early 2019 is one of the MSMEs that provides western specialties, namely burgers with various types of fillings such as smoked meat, smoked chicken, and rib eye. Burgertard has carried out promotions to increase its sales but this goal has not been achieved and has not reached the desired audience. This study aims to create a promotional strategy to increase Burgertard's sales and the formation of visual media that suits the target audience of Burgertard. This design uses data collected through literature study, observation, interviews, and questionnaires. The results of this study are in the form of designs for promotional media in the form of print media and digital media aimed at social media needs.

Keywords: culinary, promotion strategy, Burgertard, Bandung