

## **ABSTRACT**

*Bread currently circulating has a variety of flavors that make bread one of the foods favored by the people of Indonesia, especially in Pasuruan City, with data on the increase in the bread and cake business. Roti Matahari is a product with legendary bread which has 13 bread variants that have been around since 1955, in its manufacture, it is still made with quality and quality that is maintained. Roti Matahari sells the uniqueness of old school bread. However, sales have decreased due to the limited promotional media used and the increasing number of new competitors that have emerged. In designing a promotion that uses visual media, one of the media is digital media so that the distribution of information is wider. For the methods used in the process, qualitative methods include observation, interviews, literature studies, questionnaires, and data analysis methods including SWOT and AOI so that the message to be conveyed is right on the intended target audience. The benefits of doing promotions are to increase product sales as well as being active and creative in carrying out promotions in order to achieve the delivery of messages through the right visuals according to the target audience through print and digital media posters containing discounts and product purchases, as well as holding video product review competitions and Instagram live virtual events. to announce the winner of the video competition and there is a limited discount during the live.*

*Keywords: Designing Promotion Strategy, Roti Matahari, Culinary Pasuruan.*