

ABSTRACT

Susu Segar Shi Jack is one of Surakarta's street food legendary and they are the pioneer in Surakarta's street food scene since 1982.

But now, Susu Segar Shi Jack had marketing problem caused by other's competitor had better promotion plan especially social management then Susu Segar Shi Jack.

Based from this case, writer have the suggest to designing promotion plan for Susu Segar Shi Jack based on their budgets and their problem. Writer used AISAS promotion strategy plan which is proper as the development of the times and bring Susu Segar Shi Jack as sidedish with many flavour variant which people can enjoyed everytime based on target audience's interest to make awareness from Susu Segar Shi Jack to target audience in social media especially Instagram.

The result is how writers can design promotion chain for Susu Segar Shi Jack with their selling point as sidedish with many flavour variant which people can enjoyed everytime based on target audience's interest. With writer's hope this promotion plan can be proper for Susu Segar Shi Jack.

Keyword : Promotion, Fresh Milk, Awareness