

ABSTRACT

This research is based on a healthy lifestyle that is currently a phenomenon in people's lives in terms of activities, eating patterns, to food choices. This is certainly a new adaptation and brings new innovations to the culinary business. Not only adapting to the times, but also being one of the determining factors in order to survive in winning the competition with other competitors. Siecookies is an UMKM that offers food products with quality ingredients, using food technology in producing their food. In addition to quality materials, the price offered is quite affordable to be able to enjoy this product. Most consumers only focus on products, do not understand the advantages of their products, therefore this is an obstacle for UMKM Siecookies. The method used in this study is the observation method the author makes observations in the city of Bandung. The author makes observations to get company data & product data, while the interview method is to get in-depth data about the company and target audience analysis, questionnaires to get consumer journey data, and literature studies to support this writing. This method is used to find a way to convey the message of the product image to the target audience. The design of this promotional strategy aims to increase awareness so that promotional activities are more effective. This research will produce a promotional strategy using several media, namely digital and conventional media as a means of delivering messages. The design of this promotion can overcome the problem of siecookies promotion strategy to be more effective and efficient.

Keywords: design, promotion strategy, Siecookies