

ABSTRACT

The rise of K-Pop and K-Drama fans in Indonesia has also led to the rapid development of Korean culture. Food is one of the effects of the development of Korean culture in Indonesia. It can be seen that entrepreneurs are competing to make Korean-style restaurants, both small to large scale.

Crazy Chicks as a typical Korean food MSME does not want to lose in taking advantage of this one opportunity. As an MSME that has just been established to replace Dirty Chicks, not many people know that Crazy Chicks is the successor and replacement of Dirty Chicks. The less than optimal use of social media as a digital promotional media makes public brand awareness not formed. The solution that the author offers is to design a creative promotional strategy for Crazy Chicks. The method used by the author in writing is a qualitative method, through the method of observation, interviews, and bibliography. The theory used is SWOT, AISAS, and AIO to formulate promotional strategies. With this writing, the author can increase public awareness of Crazy Chicks as a newcomer and pioneer of Korean-style fried chicken culinary in the city of Purwokerto, and can help creative strategies in building promotional media to increase public awareness of the Crazy Chicks brand.

The result of the design that has been carried out is that Crazy Chicks has succeeded in increasing public awareness which is marked by increased traffic and Instagram social media followers. The benefits obtained are that people's brand awareness increases and people are more familiar with Crazy Chicks and the products it offers.

Keywords : Crazy Chicks, Promotion Strategy, Product Introduction, Social Media.