

ABSTRACT

DESIGNING MSME BETTER BE BUTTER PROMOTIONAL STRATEGY IN BANDUNG

Bandung is an area rich in culture, especially in its culinary variety. Many rapid trends and information about processed food from all corners of the world can be known quickly. One of the MSMEs for processed food products, especially in the bakery segment in Bandung, is Better Be Butter. This MSME has been operating since 2020 and already has a number of regular customers. However, business owners want to expand their market because their regular customers are still friends or relatives of them. Efforts to expand this market, one of which is by means of holding promotional activities. In order to smoothly design a promotional strategy, this research method is carried out qualitatively by collecting data through literature studies, observations, questionnaires, and interviews. The collected data is then processed and analysed using the SWOT method, AOI, and the AISAS method. The design of this promotion strategy was carried out to increase awareness about Better Be Butter in order to expand market share related to this MSME through the distribution of information using the main promotional media, in a form of workshop events.

Keywords: MSMEs, Better Be Butter, Bakery, Promotion