

ABSTRACT

The phenomenon of business partnerships is being widely discussed, especially in the era of the Covid-19 pandemic. Many of the SMEs went out of business in the pandemic era. Making partners in business is able to help businesses grow and survive in various situations and can skyrocket the business because there is a shared struggle and vision. However, many SMEs still have difficulty in establishing partnerships, especially when it comes to large companies. This phenomenon is used by Wahyoo Group. Wahyoo is a startup that focuses on supplying raw materials to lower-middle culinary entrepreneurs such as warteg and other SMEs with the aim of helping the welfare of lower-middle culinary entrepreneurs and also helping local farmers prosper. After the promotion, Wahyoo Group partners have not reached the desired target number. This is due to the fact that information or messages are not delivered to the target audience through inappropriate media. The purpose of this research is to increase awareness and image of Wahyoo Group. The scope of this research is to take advantage of opportunities from the Greater Jakarta area. The author has collected various kinds of data through qualitative methods including observations, interviews, questionnaires, and literature studies. Based on the data that has been obtained, the authors conclude to design a creative promotion strategy based on the theory of SWOT, AOI, AISAS, and the Matrix. With primary targets, namely middle and lower culinary business actors, then secondary targets which are warteg consumers focused on students. With the results of the designs made, namely Radio Ads, Print Ads, Digital Ads, Social Media Content, Commercial Video, Challenge and Merchandise, it is hoped that it will increase awareness and wider Wahyoo image so as to trigger additional partners.

Keywords: promotion, service, wahyoo group, social enterprise, SMEs