

ABSTRACT

Donita Food is one of the MSME (Micro, Small and Medium Enterprises) that offers various variants of frozen food products (frozen food) since 2014 in Medan City. Donita produces frozen foods as snacks (snacks) and side dishes (heavy meals) ranging from shredded meat, dumplings, dim sum, donuts, kebabs, meatballs, goreng, seasonings, nuts, chips, processed beef, processed chicken and many more. again. However, due to the lack of brand awareness, Donita Food is still not known by the wider community due to problems in promotion and social media. Therefore, the purpose of this study is to design a promotional strategy that can increase Donita Food's brand awareness so that it is more widely known. This study used a qualitative method which was further analyzed using the SWOT, AOI and AISAS methods. The result is a promotional activity design through the media that utilizes a direct sales strategy using a food truck with brand activation in the form of a challenge. Coupled with the use of social media as a support for the success of this promotional activity.

Keywords: *brand awareness, brand activation, food truck, frozen food, MSME promotion*