

ABSTRACT

Banyuwangi's culinary sector is growing so fast right now. Neko Ramen is joining the trend as the only restaurant that serves authentic ramen in Banyuwangi with slight modification to suits the tastebuds of people of Banyuwangi. With this, people of Banyuwangi don't have to go to other city just to eat ramen. But, people of Banyuwangi still prefer to buy ramen in other town. Neko Ramen's grand opening happened almost at the same time as Covid-19 pandemic lockdown hit Indonesia. Since the grand opening, Neko Ramen hasn't been promoted regularly. The promotions Neko Ramen did is mouth to mouth promotion by its customer and seldomly updated Instagram page. This lack of promotion caused insufficient awareness by people of Banyuwangi to Neko Ramen. Promotion designing for Neko Ramen has a purpose to design a promotion strategy and visual media that suits Neko Ramen to increase awareness of people of Banyuwangi to Neko Ramen. This research uses qualitative methods using literature studies, questionnaires, interviews, and observations. This research is done to increase awareness of people of Banyuwangi which is the problem for Neko Ramen by making promotion and visual style that suits Neko Ramen.

Keywords : *brand awareness, culinary, Neko Ramen, promotion strategy, visual media.*