

Abstract

The number of enthusiasts for meatball culinary makes many people in Indonesia make interesting creations from meatballs, one of which is Mymo Baso Ceker in Cimahi City. Mymo Baso Ceker serves the dish with thinner noodles and seasoned with salt, pepper, soy sauce, and other ingredients, so that the spices seep into the noodles. Then the main condiment is claw, which is cooked with a long process so that it has a soft texture. However, the lack of interest from teenagers (aged 17-24 years) is a problem, because the promotions used are still inaccurate and do not target the desired audience. Then used qualitative research methods with data collection from observation, interviews, questionnaires, and literature studies, then processed with SWOT, and AOI analysis, with the aim of designing creative strategies and visual designs, as well as selecting the right media for the promotion of the Mymo Baso Baso brand. So that it can create awareness among teenagers. Thus, the design of a promotional strategy for Mymo Baso Ceker can make the Mymo Baso Ceker brand known to the wider community from all walks of life in Cimahi City or even wider.

Keywords: Meatballs, Mymo Baso Ceker, Promotion