

KOREAN STREETFOOD SPICY WON PROMOTION STRATEGY DESIGN IN BANDUNG CITY

ABSTRACT

The city of Bandung as the center of culinary tourism always creates unique new culinary creations, one of which is Korean food which is rife due to the emergence of the Korean Wave fever which is in great demand by teenagers. With the phenomenon of Korean cultural trends, many culinary entrepreneurs have opened Korean food places to eat at a number of points, from restaurants to street food. One of them is Spicy Won which is a street food culinary that sells Korean specialties. However, the problem is that Spicy Won as a newcomer has not been successful in being known by many people, in line with the results of the questionnaire which stated that 78.9% of people did not know Spicy Won. So it is difficult for Spicy Won to create awareness in the public that he is different from Korean food in general because he uses his own chili paste in the middle of the controversy about the halalness of other Korean foods because he uses non-halal Gochujang. This is due to less than optimal visual and media strategies so that communication messages are not conveyed, especially to Spicy Won's USP on social media. Therefore, the purpose of this study is to design a promotional strategy for Spicy Won. For data collection with qualitative methods with observations, interviews, literature studies and questionnaires. Then the data that has been collected is analyzed using AOI, SWOT and comparison matrices. In this study, it is hoped that the strategy of designing the promotion of Spicy Won as a new Korean street food can increase awareness and attract public interest. The results of the design are focused on the main media for the right event in attracting consumer interest and creative strategies are needed so that the target audience gets the message the author wants to convey.

Keywords : *Culinary, Korean Street Food, Promotion, Brand Awareness, Spicy Won*