

ABSTRACT

Globalization has a very strong influence, especially in the country of Indonesia, especially in the culinary field, where the younger generation has the assumption that by following the pattern of foreign cultures will not be left behind by the times, this explains that the younger generation today tends to prefer modern culinary the disappearance of traditional cuisine. The city of Serang is known as a city that has many special foods, one of which is Sate Bandeng and Sate Bandeng Kang Cepi as an entrepreneur Sate Bandeng has been established in 2002. Until now Sate Bandeng Kang Cepi has many variations in its preparations. However, Sate Bandeng Kang Cepi experienced a decline in 2019, this could happen because Sate Bandeng Kang Cepi did not yet have an appropriate and appropriate promotion design. The method used in this study was qualitative by collecting various data from literature studies, observations, questionnaires to interviews. . Then the data will be processed using the AISAS, SWOT to AOI methods, to be able to determine creative strategies in the message section, visuals to the selection of promotional media that will be carried out in this design. The result of this research is the design of creative promotions in the form of food truck activities that can solve the problems faced by the owner of Sate Bandeng Kang Cepi.

Keyword : Advertising, Promotion, Milkfish Satay, Serang City, Media Social