

## **ABSTRACTION**

*ViaVia Artisan Bakery is a small and medium micro enterprise that produce several homemade artisanal products made it from quality vegan ingredients. Their selling products on social media and e-commerce platforms, they want to sell for consumers understand what a purpose of their products. When entering the pandemics last 2 years they experienced a decline in sales so they needed to increase awareness from the audience. Lack of more knowledge and decreasing public interest of products micro small and medium enterprises that have been made, we need an innovative way to manage some information so as to trigger increased interest again from the community. This study aims to assist in planning or promotion strategies for micro, small and medium enterprises. The analysis methods use from direct observation, interviews with an owners to find out and later managed as a special certain problems, assisted by distributing questionnaires to general public, literature studies and using SWOT and AISAS for simplify the process of data research and problem solving to get the right creative strategy to do a promotions. This research and design also helps to choose the right media to later be used as a promotional strategy, such as what the main and supporting media are needed.*

*Keyword : analysis, interest, promotion, promotion strategy.*