

ABSTRACT

Along with the times, many innovations have been issued by snack food manufacturers to fulfill the desires of consumers. One of the small and medium enterprises (SME) in the Pangandaran area named Cupa cupa snack dares to cook seafood snacks that are rich in nutrition and high in protein by utilizing Pangandaran's abundant natural resources. However, there is no promotion carried out by Cupa cupa snack to consumers, which makes the awareness of the target audience very less about their brand. This writing aims to design promotional strategies to increase and strengthen brand awareness of Cupa cupa Snacks to the target audience and also to provide information and persuade the audience of the benefits of Cupa cupa Snacks through promotions using social media. This research method uses a qualitative type which aims to understand a phenomenon that has been studied so as to find the right answer to the problem and formulate it well. This design of promotion strategy is useful to help Cupa cupa to increase sales and also build awareness of the target audience for Cupa cupa products by designing promotional strategies through visuals and using the right media for Cupa cupa snacks.

Keywords: *brand awareness, Cupa cupa, promotion strategy, social media*