

ABSTRACT

Business in the culinary field is growing day by day, especially in the city of Bandung. There are many kinds of processed food products on the market, one of which is processed chocolate. There are many kinds of chocolate products in the city of Bandung, but not the By Tenderly type of chocolate. Chocolate By Tenderly is a homemade product in the form of chocolate which is adapted from a product from Japan, namely Nama Chocolate, which is made from fresh cream and other supporting ingredients. Unfortunately, at this time, By Tenderly chocolate products are still not widely known to the public, this is due to the lack of promotional strategies and the lack of interesting content creation, as evidenced by the low level of sales of By Tenderly chocolate products. Based from these problems, the researcher suggests a solution in the form of designing a creative promotional strategy. The research method used is qualitative research. Data collection techniques used are observation, interviews, questionnaires and literature study. The result of this research is to design a creative strategy of By Tenderly's promotion and visual media by using the advantages of By Tenderly's chocolate products based on the SWOT and AISAS methods. It is hoped that using this promotional strategy can increase consumer interest and sales of By Tenderly chocolate products.

Keywords: visual media, design, promotion, strategy