

ABSTRACT

The proliferation business in the food sector makes business in this sector very lucrative. More and more competitors are competing with each other for the attention of customers, from big names to newcomers, which also enliven this business. Entrepreneurs are also required to continue to innovate and promote their products. Donut Pops is one of the many companies in this business, with its unique mini donuts with various flavors that can spoil the taste buds of bread lovers. However, with the increasingly fierce competition, Donut Pops must also keep pace with its competitors in terms of promotion. By designing the right promotional strategy, it is hoped that the promotions carried out will be more effective in attracting the attention of consumers. In this design using qualitative methods of data collection methods using observations, interviews, questionnaires and literature study. And for the data analysis methods used are AIO, AISAS and SWOT and several other theories. The results of this study are designs for promotion in the form of print media, digital media and other promotional series as a solution to increase awareness of the target audience.

Keywords: *Donut Pops, promotional media, strategy design, MSME.*