

Kata Kunci: Hebitfood.id, promosi, brand

ABSTRACT
PROMOTIONAL STRATEGY DESIGN HEBITFOOD.ID
IN YOGYAKARTA CITY

Currently, healthy food is needed by urban communities. This is because the people on cities are too busy and bored with their daily routines. As a result, various diseases can arise if they do not really pay attention to their diet and what foods they eat. Healthy food is needed to balance out a hectic routine. Importance to balanced nutritional intake to overcome health problems. Nutrient increasingly needs to be a major concern in the current pandemic situation. Nutrients are substances in food that support health and the process of individual growth and development. Therefore, fulfilling nutrition is the foundation for a strong and healthy body. However, many people do not care about the food they eat without paying attention to their diet. Moreover, the worse the diet, the more susceptible the body is to disease, it is very important to regulate the diet properly. Lack of education on healthy food is one of the factors that cause bad eating patterns. Hebitfood.id is a food and beverage business with a healthy menu concept. not fried, not using MSG, a little oil, a little sugar, and a little sodium. Availability of nutritious products and education to build nutritional literacy are what is needed at this time. The purpose of this research is to improve appropriate and effective promotional strategies. Development of a brand image for Hebitfood.id. The research method used is a qualitative method through interviews, observations, questionnaires and literature studies. The theory used to compose this research is SWOT and AOI. By growing trust in customers through promotional strategies in sales and having advantages in products sold with the aim of building brand awareness in the community.

Keywords : Hebitfood.id, Promotion, brand