

ABSTRACT

According to the Chairman of the Association of Indonesian Food and Beverage Entrepreneurs (GAPMMI), Adi Lukman said that the digital literacy of the community in the culinary field is good and this is a big opportunity for food entrepreneurs. In the Kangen Cuisine Rumah brand, the problems experienced are that the income obtained does not increase and the visuals that are carried out are not optimal. So research is conducted with the aim of understanding and knowing what strategies and visuals are effective for increasing sales. The method used is qualitative with interviews, observations, questionnaires, and general and extensive literature studies, then the results are stated in the form of a written report. With the promotion design carried out using an event in the South Jakarta area and getting prizes in the form of vouchers and merchandise, it is expected that the number of consumers who are interested in the Kangen Cuisine Rumah brand is more than 100 people and the achievement of indicators of success, namely increasing sales obtained and consumers can find out the message what he wants to convey

Keywords: *frozen food, miss home cooking, qualitative, promotion.*