

ABSTRACT

The phenomenon of the surrounding environment, where one of the foods that can be used as a substitute for rice is noodles and bread. Bread is prepared so that people who have limited time do not have to eat too long. Bread can potentially be a daily food because in the midst of busy work and activities, bread is a very suitable alternative for consumption. This situation eventually became the way of life of today's society. It is unique from the perspective of the people of Serang city where they consider the products belonging to the Chinese are products that have a high selling price. Ayen Bakery is a bakery product owned by Chinese people from Serang City which provides various variants of cakes, breads and market snacks with premium raw materials and affordable prices. This final project report aims to convey the message and advantages of Ayen Bakery, increase public awareness and change people's views of Ayen Bakery. The solution to these problems is to design a branding strategy. Using qualitative methods, the analytical method used is SWOT, AISAS, AOI by collecting data through observations, interviews, questionnaires, the design of this strategy is aimed at the people of the city of Serang. Establish a branding strategy that is in accordance with the message from Ayen bakery, using promotional media that is in accordance with the target target in the hope of increasing the brand image of Ayen Bakery in the city of Serang, Banten.

Keywords: Ayen Bakery, Serang, branding, promotion