

ABSTRACT

PSBB (Pembatasan Sosial Berskala Besar) in July 2021 made Esther Seafood starting to expand its business to Business-to-Consumer (Household, especially to mothers) that previously only focused on Business-to-Business. Esther Seafood itself is an online seafood supplier in Bogor that has been around since 1996. The target audience of B2C are mothers aged 35-50 years old. The problem that will be discussed is about Esther Seafood's promotion is still in general, it didn't show who the target is because expanding its business to household is relatively new and its visual that haven't picture a fresh quality of seafood supplier. The purpose of this promotion design are to make a precise strategy promotion that pay attention to media and visual according to the target audience so brand awareness can be created and increase personal selling. This study used qualitative method through observation, interview, questionnaire, and study of literature. To analyze data, using SWOT, AOI and AISAS and the result is Esther Seafood's promotion that didn't show mothers insight haven't build brand awareness to its target audience so it needs a creative promotion strategy to build brand awareness also increase personal selling, that's the reason this study is created.

Keyword : bogor, creative strategy, esther seafood, frozen seafood, promotion, supplier