

ABSTRACT

According to the Bandung City Culture and Tourism Office, in 2020-2021 there are 1448 restaurants and cafes spread across the city of Bandung, one of the culinary delights in Bandung is grilled ribs. Based on the data above, competition between food businesses is very competitive to get maximum results. One of the restaurants in the city of Bandung, Iga Bakar Si Jangkung, feels threatened because competitors are starting to arrive. considering that Iga Bakar Si Jangkung has never communicated his brand, and has never carried out promotional activities that can increase awareness. On that basis, a creative strategy was designed for the promotion of the Iga Bakar Si Jangkungl. In designing this promotion, various media variations are used to increase awareness, such as events, print ads and video ads and others that are spread boldly on social media. To get the right visual, communication and media design strategies, qualitative research methods such as observation, in-depth interviews, questionnaires, and literature studies on Iga Bakar Si Jangkung must be carried out. Then to analyze the data, the AOI and SWOT methods are used in order to gain insights for designs that are relevant and attract the target audience.

Keywords: Bandung, Cafe restaurant, Ribs, Grilled Ribs, Culinary, Promotion