

## ABSTRACT

Since the government has implemented the Recovery Economy effort, there has been an increase in the emergence of new MSMEs, especially in the food industry that has implemented creative, innovative and interactive promotion strategies. The Kripps is a healthy snack UMKM in the form of vegetable and fruit chips that has been established since 2012. All promotions have been carried out by The Kripps ranging from traditional methods to using social media, but it turns out that The Kripps awareness of the target audience is still weak, this is due to the lack of The Kripps in highlight the benefits and values they have so that The Kripps communication message has not been conveyed properly to the target audience. By conducting qualitative and SWOT analysis methods where researchers will report on research results based on reports of data views and data analysis obtained in the field through observation methods, as well as questionnaires via google form, the authors can draw the conclusion that taking advantage of the current technological era for the millennial generation is very important. effective. Therefore, as a promotional strategy for The Kripps, the author will use Advergaming and create an event challenge games with prizes using Advergaming in the hope of providing a new experience for the target audience and a deep impression.

**Keywords: Advergaming, Vegetable and Fruit chips, Promotion Strategy, SWOT, UMKM**