

ABSTRACT

Changes in eating patterns and activities in the community can change the pattern of infectious diseases into non-communicable diseases, one of which is obesity. Based on the Basic Health Research (Riskesdas) research in 2007 and 2013 the increase in obesity rates in urban or urban communities is caused by an unbalanced diet and lack of activity, Naturale is an SME (Small and Medium Enterprises) that has been moving since 2017 and is present as a pioneer. healthy food catering in Bandung, West Java and also opened a branch in Tangerang, West Jakarta with the advantage of free shipping and making healthy but unique foods that don't look like high-calorie foods. But it has not been supported by the completeness of promotional media making Naturale catering less well known in the wider community, the methods used in research for data collection in this study include observation, interviews, questionnaires, comparison matrix analysis and literature study, this research is intended to design Below the line promotional media such as X-Banners, Brochures, Flyers, Banners and additional media namely Stationary, and also the design of promotional media through social media, namely Instagram to increase interaction with consumers, this design is expected to be able to increase brand awareness and also introduce Naturale to consumers the wider community, especially in the city of Bandung.

Keywords: Media Promotion, Kuliner, SME, Naturale.