

ABSTRACT

Ayam Penyet is one of Indonesian specialties which is still often consumed by Indonesian people. Ayam Penyet is also increasingly easy to find anywhere and is widely consumed by Indonesian people from the upper and lower middle classes. Restaurant Podomoro presents itself as a Small and Medium Micro Enterprise (UMKM) which was established in 2016 and originates from Pekanbaru. Restaurant Podomoro is a typical Indonesian food brand that serves fast food with quality and fresh ingredients and offers low prices. But the problem so far is the lack of promotion from these MSMEs. This is also related to the promotional strategy efforts that have been carried out. The social media used is still not active and there is still a lot that needs to be fixed so that later it will help the promotion strategy being carried out. So, the methods used in the interest of data collection are interviews, observation, literature, and questionnaires. The results of this promotion design are needed to increase promotion of the Podomoro Restaurant brand.

Keywords: Ayam Penyet, Promotion