

ABSTRACT

The creation of innovations in processed food products, creating a variety of innovative menus to sustain intense business competition. Trends in processed food innovation that continue to grow from year to year, one of which is bread (bakery). SME owners want a wider market in terms of purchase numbers, especially through platform digital. The target market by region is determined by Sweetso Premium Donuts. Sweetso Premium Donuts is one of the many players in this business, with its unique donuts which have sweet and attractive toppings with various flavors that can spoil the tongue of donut lovers. However, with increasingly fierce competition, Sweetso Premium Donuts also has to keep up with its competitors in terms of promotion. By designing the right promotion strategy, it is hoped that the promotion will be more effective in attracting the attention of consumers. In this design using qualitative methods of data collection methods using observation, interviews, questionnaires and literature study. While the data analysis method used is AIO, AISAS and SWOT and several other theories. In designing this promotion strategy, the author chose to use social media and openbooth event as a promotional medium, where social media is very closely related to the target audience and booth events as a means of chatting and promoting directly. Suggestions for other business actors are expected to always continue to innovate in their products while carrying out promotions and conveying information to the target audience by utilizing increasingly sophisticated media and information technology.

Keywords: Sweetso Premium Donuts, Media Promotion, Communication Strategy Design, SME.