

ABSTRACT

Indonesia has emerged as a country with a variety of snacks that utilize potatoes as their main ingredient. According to a report by CNN Indonesia in 2016, there is a wide range of snacks available in the market. Interestingly, potato-based snacks have gained significant popularity among Indonesian consumers. Djien Gie So, the managing director of PT Calbee Wings Food, also highlighted the preference for potato-based snacks in Indonesia, revealing that processed potato snacks have experienced substantial growth over the past five years. This phenomenon has intensified competition among companies in the snack industry.

In response to this trend, numerous potato-based snack products have emerged. Among them is Tays Bakers, which produces a roasted potato chip snack called Tricks Baked Crisps. These crisps are low in calories, containing less than 100 calories per sachet, making them a pioneering product in Indonesia and globally due to their overbaked processing concept. Available in six authentic Asian flavors, namely Original, Kimchi, Rendang, Bulgogi, Asian BBQ, and Cheese Ramyeon, Tricks Baked Crisps represents a novel offering.

Nevertheless, despite its 2015 launch, Tricks Baked Crisps remains relatively unfamiliar to consumers due to suboptimal promotion efforts, particularly for its various flavors, and limited availability in supermarkets within East Bandung. As a result, the product's brand awareness among the public remains relatively low.

Therefore the author is looking for a solution by making a series of Tricks Baked Crisps product promotion designs. In designing this promotion, the authors used qualitative research methods including literature studies, observations at shops/supermarkets, interviews with the Assistant Manager of Digital Marketing at PT Tays Bogainti Selaras & several target audiences, and distributing questionnaires. In addition, the author also uses the analytical method using SWOT, AISAS, and AOI so that from this process creative big ideas will be generated in the form of what to say and how to say from promotional designs using a series of attractive and visual media. It is hoped that the results of this research can help increase brand awareness and stronger positioning towards the audience that is the problem with Tricks Baked Crisps.

Keywords: *Promotions, Taste Variants, Low Calories, Practical.*