

ABSTRACT

The research conducted by this author serves to design a promotion for UMKM Rasa Dewa so that these UMKM can be far more competitive in the market and can be widely known by the people of Indonesia, as well as the research benefits of the promotion itself, namely to increase sales. Rasa Dewa is a souvenir UMKM from Depok which was established in 2011, Rasa Dewa sells food and drinks made from Belimbing Dewa fruit which is a typical fruit of Depok. All promotions have been carried out by Rasa Dewa, starting from offline and online promotions, but it turns out that the awareness of Rasa Dewa is still weak due to the lack of highlighting FAB, the uniqueness they have, and also the problem with the "souvenir" tagline which makes their target market less accessible so that communication has not been conveyed. precisely to the target audience. There are two methods that the authors will use in this study, including qualitative methods and data analysis methods in which the authors will analyze research based on data and analyze data obtained from events in the field using observation methods, as well as direct interviews, questionnaires via Google forms. and literature study. Based on the results of the research conducted, the authors conclude that Rasa Dewa really needs further promotion in order to gain awareness by utilizing digital media and print media as promotional media, the authors also use user experience, namely vending machines as the main medium. By doing this writing, it is hoped that it can provide new experiences for the target audience.

Keywords: MSME, Promotion Design, Rasa Dewa, Star Fruit, Vending machine.