

ABSTRACT

This research contains promotional strategies by looking at the phenomenon of problems that occur in Martabak Sari Sunda Pak Wawan. The purpose of this study is to design promotions to increase the value, sales, and engagement of Martabak Sari Sunda Pak Wawan, then the solution to these problems is to design a promotional strategy by adjusting to the budget obtained by Martabak Sari Sunda Pak Wawan, the promotion strategy can be said to be effective if the design is made carefully by adjusting the conditions that are happening. The promotional efforts made by the author in promotion so far are AISAS which is one way that is quite effective at this time, the strategy used by the author is to position Martabak Sari Sunda as a memorable Martabak product because of the consistency of taste, quality and good and friendly service, since a long time ago so as to create experiences, stories and memorable things for the target audience, by utilizing a direct sales strategy using character balloons will create closer interaction with consumers, with the Brand Activation promotional media strategy in the form of Sharing Experience and supporting media such as, Tiktok, Instagram, which is a form of the company's steps in an effort to adapt in the era of fast-paced digitalization in information exchange, As for the design of this media, It is hoped that it will be a solution to the problems of Martabak Sari Sunda Pak Wawan.

Keywords :

promotion strategy, martabak sari sunda pak wawan, AISAS, sharing experience