

ABSTRACT

This final report is titled "Designing Strategy Promoting for Roti Leutik Products". The object of research in this final project report is about the promotion strategy that must be doing by Roti Leutik. The purpose of of the research in this final project is a promotional strategy that is compatible with Roti Leutik. Using methods and questionnaires as research methods. Qualitative methods are the methods used in this study.. The solution to these problems is to design a promotional strategy in accordance with the budget owned by Roti leutik, the authors make promotional efforts using various kinds of media based on the strategy used, namely AISAS. The author uses AISAS based on analysis and development of this era, the strategy that author use is to make Roti Leutik as a snack product that has many flavors that can be enjoyed anytime and according to the passion of the target audience, by utilizing the target audience as promotion (word of mouth) by utilizing a direct sales strategy using Foodtruck that is closer to candidate customers. Foodtruck and supporting media is social media, print posters, and e-coupons, which aim to bring the brand closer to the target audience and direct the target audience towards Instagram. By using this strategy it is expected that the design of this media will be the solution to the problem of Roti Leutik.

Keywords : Promotion, Bread, Foodtruck