

PROMOTION STRATEGY OF TAHU HIKMAH LEMBANG

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ABSTRACT

In Indonesia, tofu is one of the most consumed foods as a side dish to accompany rice. Based on the latest data obtained from the Central Statistics Agency in "Average Consumption per Capita a Week of Important Foodstuffs 2019", the level of consumption of tofu in Indonesia reaches 152 kg per week. Judging from the statistical data, with the high level of consumption, people will know that the demand for tofu orders is high. One of the small and medium industries engaged in tofu processing is Tahu Hikmah Lembang (THL) which has been producing tofu since 2011. Tofu Hikmah Lembang makes Spicy Tofu, Cheese Tofu, and Milk Tofu which is a new innovation, using ingredients which is mostly produced in Lembang. In addition to competing in the tight tofu market competition, this innovation is carried out to increase sales. However, to achieve this, a set of qualified promotional tools is needed. However, in reality the promotional activities carried out by the producers are still very minimal. Therefore, it is necessary to do brand recognition to potential consumers. In the process of working on this final project, qualitative analysis methods were used, data were searched using literature study, observation, interviews and questionnaires. The analysis carried out in the form of visual analysis, matrix analysis, SWOT analysis, AOI analysis. The results of this study are the design of the right promotional strategy for the brand recognition of Tahu Hikmah Lembang with the AISAS method. So that it can introduce tofu innovation and increase sales of Tofu Hikmah Lembang.

Keywords: tofu, promotion, brand recognition.