

ABSTRACT

The growth of UMKM in food and beverage industry in Bandung is utilized by the Briiz Chocolate company to play a role in offering base ingredient products and finished products that they produce. In developing their business potential, Briiz Chocolate is aware of their weaknesses and challenges they face, such as lack of active promotion compared to their competitors. This design of this promotional strategy is made to further promote Briiz Chocolate products through various media so that they can be recognized by a wider audience and are in demand, as well as convey a good image of Briiz Chocolate products so that they can compete in a wider market and increase sales. This design of this promotion strategy uses a method that prioritizes facts and systematic phenomena called qualitative research methods, collecting necessary data using observation and interview methods. In designing this promotion strategy, the data that has been obtained is then analyzed using the SWOT, AOI, STP and AISAS methods.

Keywords: Briiz Chocolate, promotion strategy, media, product