

## ABSTRACT

*Currently, there are many varieties of contemporary culinary in big cities which are then adopted and modified to various regions. One of them is Serang City as the center of government of Banten Province. One of the culinary varieties that has become viral and has been very popular among consumers is geprek chicken. From its popularity, this culinary continues to innovate in its processing to give birth to new variants such as the one in Geprek Meracau by issuing a variant of geprek soup which is expected to be the most purchased variant by consumers but does not go according to plan because it is not widely known, also based on sales data, there was a decrease in consumers who dine in by 80% due to the effects of the pandemic. This problem is caused by the lack of optimal promotion carried out as well as promotional media that is not carried out properly. For this reason, the author provides solutions by designing the right promotions in order to attract consumers. In this design using qualitative methods by collecting various data such as literature studies, observations, questionnaires, and interviews, for data analysis using SWOT, AISAS, and AOI methods to produce a creative strategy in the form of a what to say message as well as a big idea by using brand activation in the form of competition events and games that can attract the attention of consumers in different ways as a form of below the line media.*

**Keyword:** Ayam geprek, *brand activation*, geprek kuah, Geprek Meracau, promosi