

## **ABSTRACT**

*Cilegon City is an industrial city, where many migrants are looking for work in the city. Cilegon city itself has quite a lot of shopping places, several culinary places, and also a center for crossing between Java and Sumatra. Martabak Assen is a snack that has been in Cilegon since 1980. Martabak is already very legendary in the ears of the native Cilegon community, but it is quite unknown to the immigrant community. In 2020, several Martabak Brands appeared which were quite well known in many Indonesian capitals, one of which was in Cilegon City, where the Martabak Brand had strong Branding and Promotional Media so that all Indonesian people easily recognized it. The method used to collect data uses observation, interviews, questionnaires, and literature studies. Then the data collected was analyzed using a comparison matrix. In this study, it can be concluded that promotional media design is necessary to increase consumer confidence to buy products from the brand. The results of this study are focused on solving problems that occur in the Martabak Assen Brand.*

**Keywords:** *Culinary, Industry, Martabak*