

Abstract

The Covid-19 pandemic has paralyzed the Indonesian economy and according to a survey conducted by Paper.id in December 2020 in collaboration with Smesco and OK OCE, three types of businesses were affected, and the biggest impact was culinary (43.09%). The pandemic had an impact on the culinary sector, especially the legendary Ayam Bakar Rencong culinary and required selling products online. However, Ayam Bakar Rencong culinary tourism only sells products to earn daily income and does not take advantage of the impact of the pandemic to promote products online, especially on social media or e-commerce. By taking advantage of the pandemic to promote products, it is necessary to design an effective promotional strategy by paying attention to visual concepts and visual messages to the target consumers to be addressed. The method used for this research is the method of observation, interviews, literature study and questionnaires and the analytical model used is AOI and AISAS. Meanwhile, the theory uses the theory of Promotion, Marketing, Advertising, Consumer Behavior, Social Media, Influencers, and Visual Communication Design. The final result of this research is the design of promotional strategy activities in the form of visual messages through the line.

Keywords: *Pandemic, Promotion, Ayam Bakar Rencong, Social Media.*