

ABSTRACT

This research is motivated by a phenomenon taken such as culinary traditions that exist in Indonesia. Indonesia is one of the countries with the richest culinary traditions in the world, and full of strong flavors. Indonesia has various regions with various culinary characteristics. One of them is the UMKM product in the culinary field, namely Ti2n Patisserie which is a modern cake product and also a traditional cake. Ti2n Patisserie has been established since 2013, however, the promotions carried out until now have not developed.

Therefore, the purpose of this study is to find out the right promotional strategy to help Ti2n Patisserie to be better known by the wider community, and to know the right media and visuals for Ti2n Patisserie in order to bring consumer awareness to the level of brand awareness. In this study, data collection and data analysis became the method chosen by the author. The author conducted observations and interviews with resource persons, as well as other data collection with documentation and literature study. Then, the data obtained will be analyzed using the SWOT method and also AISAS.

From the results of the research and analysis that have been carried out, the data obtained that the right promotion for Ti2n Patisserie is using Instagram social media with promotional video content that lasts about 30 - 60 seconds. In addition, based on questionnaire analysis, consumers trust cake shops whose social media accounts have a strong promotional appeal, both from visual promotions and content displayed on social media that attracts public attention.

Keywords: AIO, AISAS, *Brand Awareness*, *Consumer Insight*, *Copywriting*, *Culinary*, *Promotion*, *SWOT*