

**ABSTRACT**

**BRANDING STRATEGY DESIGN  
FOR CULINARY PRODUCT TUMPENG JENDRAL**

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*Indonesia is a country consisting of various tribes, customs, races and religions. So, indonesia's traditional culture is also very diverse, ranging from traditional clothes, traditional musics, to traditional culinary. One of the traditional dishes that is quite well known by the people of Indonesia since long time ago is Tumpeng. Tumpeng is a traditional dish that has been used as a symbol of celebration and thanksgiving at various events for a long time. However, nowadays the younger generations of Indonesia feel less interested in traditional culinary, because they think that traditional culinary especially Tumpeng, is considered less attractive in terms of appearance, and prefer to consume modern food (Adiasih at. el., 2015). The phenomenon of the young generation's lack of interest in consuming Tumpeng was also felt by Tumpeng Jendral as one of the producer of the Tumpeng culinary product. Based on the interviews and observations made, Tumpeng Jendral admits that they are not able to reach the target market that comes from the younger generation, so Tumpeng Jendral target market is still not varied. The lack of brand awareness also plays a role in the problems that Tumpeng Jendral has. By doing the right branding, they can increase their brand awareness and add variety to the target market of Tumpeng Jendral. The method used I this study is a qualitative method, which is a data collection method that is carried out by observing and doing interviews as well as using questionnaires and library research as other data. The data analysis method used is*

*SWOT analysis, AOI, AISAS, and other supporting theories. After determining the entire process starting from understanding the background of the problem to collecting data and determining the analysis method to be used, various visual forms and media can be produced that will be used as promotional media and brand activation in an effort to establish the branding of Tumpeng Jendral but also increasing the brand awareness which are owned.*

*Keywords: branding, national culture, traditional culinary, tumpeng*