

## **ABSTRACT**

*The representation of a country can be recognized by its special dishes. One of the countries popularizing traditional food in different parts of the world is Japan. One of the Japanese restaurants with the Japanese chain restaurant label in Surabaya is Nage Sushi. Nage Sushi is one of the Japanese halal food catering that serves certain events (weddings and events) and special gatherings in Surabaya and Sidoarjo areas. However, Nage Sushi does not track its target market to market its products. Nage Sushi advertising strategy design aims to design advertising strategies and effective creative visual media to increase consumer interest and increase the number of sales of Nage Sushi products. The research used is a qualitative method, with data collection using literature studies, interviews and questionnaires. This research is useful to increase sales what is the problem of nage sushi by developing advertising strategies and choosing the right visual media for nage sushi. Based on the data obtained, the authors conclude to design a creative strategy for promotion based on the AISAS method with the target group young women and with the main media to be created, namely billboard advertisements and workshop events with multiple supporting media that attract the attention of the to attract the target group. Buying nage sushi food as the main choice when choosing baskets.*

***Keywords: Sushi Catering, Sales, Promotion, Visual Media.***