

ABSTRACT

The presence of crackers has become an integral part of the daily eating rituals of the Indonesian people. Qtela Kerupuk Curly is a new variant released by Qtela. The presence of Qtela Kerupuk Curly is to ensure that in a ready-to-cook state, the crackers can be served in their best condition. However, for now, Qtela Kerupuk Curly can only be purchased at certain supermarkets. This is one of the reasons why Qtela Kerupuk Curly is not well known. In addition, there is less exposure to qtela kerupuk curly on social media, visual media promotion that is less attractive and does not yet have TVC. so that people are less familiar with these products. Therefore, it is necessary to design a promotional strategy for this product so that the message to be conveyed reaches the wider community or target audience properly. Likewise creative media and visuals to convey the promotion of "Qtela Kerupuk Curly" so that people are interested in the product. The methods used for this research are qualitative and quantitative and the analytical models used are AISAS, SWOT, and AOI. While the theory used is the theory of Promotion, Advertising, Media, Brand Awareness, Consumer Behavior, and visual communication design theory. As for the media that will be made, namely the main media by making a TVC with an emotional approach, which will be uploaded on YouTube. Efforts to expand the reach of the target audience and introduce Qtela Kerupuk Curly products. With TVC which is made to attract the attention of the target audience and look for it through supporting media. While the supporting media, which will be used social media (Instagram), digital media (website), as well as print and outdoor media such as posters, displays, and merchandise which will be used as a means to promote products in designing the strategy.

Keywords: Crackers, promotion, TV commercials, social media.