

ABSTRACT

This research was made to design a promotional strategy for Tiramisusu by Chocomory. PT Cisarua Mountain Diary or known as Cimory adds a subsidiary business that specializes in producing processed chocolate, namely Chocomory Tiramisusu. Tiramisusu by Chocomory is a place that sells desserts that have a sweet taste, from processed sponge to snacks. Tiramisusu is a sponge made with different preparations, has 6 layers, 2 flavors, chocolate and cookies n cream, and is sprinkled with toppings on top of it which attracts consumers to the products sold by Tiramisusu by Chocomory. Tiramisusu by Chocomory has promoted on several social media, such as Instagram, Facebook, and Tiktok. The branding achievement of Tiramisusu by Chocomory products has reached the target audience, with 102 thousand Instagram followers, 1,090 Facebook followers, and 143.7 thousand Tiktok followers. Tiramisusu by Chocomory has so far not promoted with new innovations, relying only on social media promotions and outdoor media (billboards). Tiramisusu by Chocomory needs a promotional strategy that can not only attract the attention of the target audience but also influence / persuade the target audience to try and buy products, the target audience can have good communication with the seller. In carrying out this promotional strategy, Tiramisusu by Chocomory products can carry out promotions with new innovations, namely by holding fun games events with prizes so that the target audience can try Tiramisusu by Chocomory products, then by inviting influencers to promote with a communication style that is adjusted to the influencer, this will help persuade / influence the target audience to try and buy products. In addition, Tiramisusu by Chocomory creates trending content in promoting its products, because the algorithm on social media will be fast, trending content will be accessed by the target audience, so that the promotion carried out does not seem monotonous. In this study using qualitative methods with data collection from observation, interviews, questionnaires, and literature studies, then processed with SWOT, AISAS, and AOI analysis, with the aim of designing promotional strategies to make target audiences interested in products. This research will produce a promotional strategy that is made with new innovations, namely fun games events with prizes.

Keywords: Bandung, Dessert, Event, Fun Games, Prizes, Tiramisusu by Chocomory.