

ABSTRACT

The city of Sukabumi is visited by many tourists because this location close to beautiful natural attractions. With the development of the times as well as technology, tourism in the city of Sukabumi is growing as well as culinary tourism. Currently, the city of Sukabumi is experiencing an increase in the number of tourists after the pandemic. Business actors, especially culinary businesses, are required to be more creative in creating various innovations. Sukabumi has several popular souvenirs, one of which is mochi. This mochi cake is included in one of the traditional Sukabumi cakes, and one of the mochi shops in Sukabumi City is Mochi Kaswari Bakat Jaya. However, the promotion aspect of Mochi Kaswari Bakat Jaya is still minimal compared to its competitors. Mochi Kaswari Bakat Jaya is still lacking in terms of brand awareness so that people are not familiar with their products. So that Mochi Kaswari Bakat Jaya needs innovation in promotion. The analytical method used for this research is SWOT and AISAS. The purpose of this research is to serve as a basis for designing promotions in the form of brand activation which will later increase Mochi Kaswari Bakat Jaya's brand awareness.

Keywords: Promotion, Brand Awareness, Brand Activation, Culinary Tourism