

## **ABSTRACT**

Times are growing, as well as competition between businesses is getting tougher in this digital era, demanding business owners to re-strategize and plan more efficient business plans. As competition creates limitless choices, companies look for ways to connect emotionally with consumers by making them irreplaceable with others thereby creating long-term relationships because of the trust in a brand. A strong brand is a brand that is able to compete in the midst of many competitors in the market. This research is based on the Seafood & Pecel Lele Millennium 2000 Restaurant due to the lack of implementation of a promotional strategy, by making long observations the restaurant has sufficient target markets to be used as a consideration for making a design. This restaurant is located in the tourist area of Sentul, Bogor. Don't forget to add promotional media that will be used to attract the target market later. In data collection methods, don't forget to also conduct interviews, observations, questionnaires, and literature studies.

keywords: *Restaurant, Promotion, UMKM and Strategy.*