

## **PERANCANGAN MEDIA PROMOSI KEDAI ZUPPA DI KOTA SEMARANG**

**ADE DWI PRIYATNO**

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### **ABSTRAK**

Di jaman modern ini, industri kuliner sudah semakin bervariasi. Tidak hanya makanan tradisional namun masakan internasional juga mulai masuk ke dalam industri kuliner Indonesia. Mulai dari makanan Itali, Perancis, Amerika, Arab, Cina, dan masih banyak lagi. Makanan Itali sering dijumpai di Indonesia itu sendiri adalah pizza, pasta, macaroni, lasagna, dan zuppa soup. Zuppa soup adalah sup kental dengan pastry yang ditaruh di atasnya seperti topi. Di Semarang banyak berdiri cafe dan restoran, salah satunya yaitu Kedai Zuppa. Kedai Zuppa adalah sebuah kafe yang menjual makanan khusus zuppa soup di kota Semarang. Namun kedai zuppa saat ini masih kurang memanfaatkan pentingnya promosi dalam sebuah bisnis kuliner, sehingga membuat Kedai Zuppa kurang di kenal masyarakat Semarang. Selain itu, omzet yang semakin lama mulai menurun di dua tahun ini yang awalnya bisa mencapai 100 juta pertahun, kini omzet Kedai Zuppa sendiri menurun hampir 30%. Oleh karena itu, Kedai Zuppa membuat strategi promosi yang tepat dan efektif, dengan mempromosikan Kedai Zuppa melalui media-media seperti, baliho, instagram, poster, flyer, brosur, dan lain-lain yang nantinya bisa membuat Kedai Zuppa lebih dikenal oleh masyarakat Semarang dan bisa menaikkan omzet yang selama 2 tahun terakhir ini menurun.

Kata Kunci : PERANCANGAN, PROMOSI, ZUPPA SOUP

## **PROMOTION MEDIA DESIGN FOR ZUPPA SHOP AT SEMARANG**

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### **ABSTRACT**

In modern times, the culinary industry are increasingly varied. Not only traditional food but international cuisine is also starting to get into the culinary industry in Indonesia. Ranging from food Italian, French, American, Arab, Chinese, and many more. Food italy often found in Indonesia itself is pizza, pasta, macaroni, lasagna, and zuppa soup. Zuppa soup was a thick soup with pastry placed on it like a hat. In Semarang many stands as cafes and restaurants, one of which is Caf  Zuppa. Zuppa Coffee is a cafe that sells specialty foods zuppa soup in the city of Semarang. But tavern zuppa currently lacking utilize importance of the promotion in a culinary business, thus making Zuppa less known shops Semarang society. Moreover, the longer the turnover began to decline in the first two years could reach 100 million per year, turnover now Zuppa own shops decreased by almost 30%. Therefore, shops Zuppa make appropriate promotional strategies and effective, by promoting shops Zuppa through media such as billboards, instagram, posters, flyers, brochures, and others who will be making shops Zuppa better known by the people of Semarang and can increase turnover over the past 2 years this decline.

Keyword : Design, Promotion, Zuppa Soup