

ABSTRACT

Marta Bakery is a pioneer of healthy egg and dairy free potato bakeries in Indonesia. Banyumas. At this time Marta Bakery has 2 stores, namely at, Jalan Jendral Sudirman Number 296, Pereng, Sokanegara and Jl. Prof. Dr. Suharso Number 98, Glempang, Arcawinangun, East Purwokerto sub-district, Banyumas Regency, Central Java. Mrs. Marta bekes as the owner of Marta Bakery wants to increase sales of Marta Bakery, because in Banyumas there is no similar product, namely, healthy potato bread without eggs and milk, therefore, Marta Bakery still has a great opportunity to continue to grow rapidly. In addition, Instagram, which is owned by Marta Bakery, still does not fully present related products. Marta bakery also doesn't highlight that the product they have is healthy bread, which doesn't use preservatives and softeners. This is of course the main point for redesigning promotional media, in order to be able to convince the target audience more about Marta Bakery products. The purpose of this design is to redesign promotional media as well as determine what main media and supporting media are suitable to increase sales of Marta Bakery as a pioneer of healthy potato bread without eggs and milk in Banyumas. This design uses methods, observation, interviews, documentation and literature studies and data analysis methods using SWOT analysis consisting of strengths, weaknesses, opportunities and threats. This design resulted in a creative branding strategy with the concept of "Pioneer Healthy Potato Bread Without Eggs and Milk in Banyumas". The main media to be used in this design is the Instagram feed, while the supporting media for this design are Instagram stories, banners, x-banners, aprons, menu posters, brochures, primary packaging labels, mugs, tote bags, stickers.

Keywords: *Redesign of promotional media, Marta Bakery, Healthy Bread, Qualitative, SWOT Analysis.*