## **ABSTRACT**

South Bandung Livestock Cooperative (KPBS) is a cooperative engaged in the field of cattle farms and dairy cow distillery. Domiciled in pangalengan south bandung, suitable for dairy farming because it is at an altitude of 1500 M above sea level, so it can produce good cow's milk and the optimal amount. Yogurt KPBS is processed milk fresh dairy cow, which then fermentation with attention to the content of probiotic bacteria is good for health body. Yogurt KPBS has 5 (Five) flavor variants such as strawberry, plain, grape, lychee and mango. In yogurt KPBS contains 3 (three) probiotic bacteria namely Lactobacterium Bulgaricus, Lactobacterium Acidhopolus, and Streptococcus Thermophilus.

As for implementing the design of KPBS yogurt promotion, the author uses qualitative research methods. The use of qualitative methods based on the approach that will be directed by the author to the target audience, not only talk about the sentence (word), but also talk about the right visual strategy to be directed to the target audience. The author also performs methods of observation, interview, literature study, and questionnaire distribution. As for the methods that have been collected, it is found that the lack of awareness of the community will be the product of KPBS yogurt. In addition, lifestyle patterns of people who judge a product only in terms of outside, such as, see a brand that is well known or not. With an attractive promotional strategy, is expected to increase awareness of the product.

Namely the author held an event where it will bridge the company with consumers, and indirectly approached the consumer so that the sale and purchase transactions between companies with consumers.