

Abstract

Maintaining oral health is very important for general health and improving quality of life, oral health is a state or taste that is free from disorders such as pain in the mouth and face, cancer of the mouth, and throat, infections, and injuries to the mouth, periodontal (gum) disease, tooth decay, tooth loss, and other diseases and disorders that make teeth unable to bite, chewing, talking and gasping,. What is offered by brands such as Pepsodent to carry out sensitive dental treatments that are more reputable and can be obtained at affordable prices, then there is a variant of Pepsodent sensitive mineral expert to answer dental problems that arise in Indonesia. Being the main drawback of Pepsodent with its big name it turns out not for this product variant, it takes a promotional strategy utilizing Instagram social media and also utilizing Instagram live features combined with broadcasting applications

Keywords: Oral health, Pepsodent sensitive minerals expert, promotions, media promotions, social media