

ABSTRACT

Fruit and vegetable consumption in Indonesia, especially among children, is still very low. According to the 2018 Health Research, 95.5% of the population under the age of ten did not reach the required amount. The reason is due to the lack of understanding of mothers about the benefits and how to introduce fruits and vegetables such as in terms of taste and shape to children from an early age. In an effort to address this, Kalbe Nutritionals introduced Milna Nature Delight as a child-friendly fruit food option. This product is a fruit puree snack in a pouch without preservatives or added sugar. According to information gathered from interviews with Milna's Visual Merchandise, there was a significant decline in 2020-2021 due to Milna only using Instagram for social media promotion. This is due to the company's limited opportunities for outside activities so that there are still many people who do not know Milna Nature Delight. Comments on Milna Nature Delight Instagram posts show that there are still many people who are curious about the appearance of the product, age range recommendations, and availability. Therefore, the purpose of writing this final project is to develop a promotional strategy plan that can increase interest and sales of Milna Nature Delight products among the target market, especially in the South Jakarta area. The method used in this writing is a qualitative research method with data collection using SWOT analysis, AISAS, USP, and AOI analysis. Meanwhile, data collection will be obtained through interviews, questionnaires, and observations. And for the benefit of this research is to be able to think more broadly in exploring an idea to solve a problem.

Keywords: AISAS, AOI, Milna Nature Delight, Promotion, SWOT, USP.