

## ***ABSTRACT***

*EM Kapsul are practical modern herbal capsules. EM Kapsul are made from traditional Indonesian recipes that can smoothen and overcome menstrual pain. However, there are still many people who prefer other drug competitors because they are easy to remember and are available in various places. The reason is because there is a lack of promotion carried out by EM Kapsul. Data collection is done by interviewing managers, questionnaires to the target audience, and observations to various pharmacy or modern outlet venues, using AISAS analysis and SWOT analysis to create a promotion strategy. Competitors from EM Kapsul are promoting by holding prizes that make consumers interested in using their products and competing to participate in the event, through information from flyers, billboards, print and digital posters, banners, and websites.*

*Keyword: Promotion, Pharmacy, Period, Dismenore*