

ABSTRACT

Chocolate drinks are now widely sold in the market, from chocolate drinks with various flavors until drinks with original chocolate flavors. But many aficionados of chocolate drinks didn't find drinks at affordable prices. So that many devotees still drink beverages which the price are not affordable and make their pockets destitute because of the price. Here the Pondok Cokelat Hatta MSME has problems, in many young people choose this drink only by mouth to mouth, not from social media because of a lack of promotion that requires a creative strategy. The method used in this study is a qualitative method with interviews, observations, questionnaires, and library studies. And for the final result, content design will be carried out on Pondok Hatta social media which will contain giveaway promotional content via social media to attract more young people to know about Pondok Coklat Hatta drink.

Keywords: Chocolate Drink, Promotion, Giveaway, MSME