

## ABSTRACT

*The hot weather in the Jabodetabek area at this time causes no doubt to make people there like something cold because they feel easy to often need something fresh during the day such as ice cream, and other ice snacks. Especially during the holiday period, mom's invite their children to vacation to tourist attractions in the Jabodetabek area which are very many, not only many but tourist attractions that are also average outdoor or outdoor. So that packaged ice cold snacks are very suitable in these conditions, one of which is the Yoho Ice Cup. Yoho ice cup gives a fresh effect from the softness of shaved ice in the mini cup packaging and its sweet taste makes it even more enjoyable during the day, the price is very affordable. However, many people are still not aware of the existence of this Yoho Ice Cup which has been distributed to various regions of Indonesia, especially the Greater Jakarta area, to the lack of public interest in this product. This is because the promotions made have not been updated, and the lack of maximizing creative promotional strategies to attract the attention of the target audience. Therefore, to increase awareness and interest in the Yoho Ice Cup, as well as making the right promotional strategy to get the desired effect, requires qualitative research methods and data collection using interview, observation, and questionnaire methods. Then analyzed using SWOT, AOI, and AISAS analysis. So that the results can create the right advertisements and programs to promote Yoho ice Cup products.*

***Keywords: Jabodetabek hot weather, Shaved Ice, Promotion, Yoho Ice Cup***