

ABSTRACT

Healthy lifestyle is currently being widely discussed and has become necessity, especially for everyone living in urban areas who has a busy schedule and still want to maintain appearances. Therefore, nowadays there are many healthy snack with healthier components as an alternative to low-calorie foods that may be eaten while busy. Tummy Yogurt Bar from Heavenly Blush is a nutritious snack product made from yogurt and multigrain, which is low calories and high in fiber so that it may facilitate digestion, and keep body weight. So far, promotion for Tummy Yogurt Bar only on social media and often paired by other Heavenly Blush products, the information presented never focus on explains the benefits and uniqueness of this product. Also the design promotional content which is rarely updated by only showing product photos and short information making the advantages of this product rarely known by the public. In this research, a promotion strategy was created using qualitative research techniques such as observation, interviews, questionnaire distribution and literature study. Then were analyzed using SWOT, AOI, AISAS, and a comparison matrix. The result is a promotion strategy with event as the main media and supporting media in the form of social media (Instagram and Tiktok) and print media (Poster, T-Banner, X-Bannes and Points of Purchase).

Keywords : Healthy snack, Product, Promotion, Promotion strategy