

ABSTRACT

The increasing need for animal protein along with the increasing standard of living of humans has made us realize the importance of animal protein needs for humans, one of which is milk. One of the fresh milk brands that we know in Indonesia is a product from Greenfields, namely Greenfields Fresh Milk. Greenfields Fresh Milk is a dairy product from PT Greenfields Indonesia, the largest dairy company in Southeast Asia. However, despite its potential, this product faces problems in its message strategy and promotional media that have not been optimized. If there is no innovation in this regard, Greenfields may lose the competition and not reach the target audience, so a promotion is needed for this problem. In this study, the authors used quantitative methods in the form of questionnaires and interviews, this is because the research was carried out in the form of observations of social phenomena and behaviors that occur both orally and in writing. The analysis method used in this research is the AISAS theory technique and SWOT analysis. The purpose of this research is to design a promotional message strategy to reach the target audience and design a promotional media strategy used by Greenfields Fresh Milk to increase product engagement with consumers. This research concludes that designing the right promotional media concept for Greenfields Fresh Milk is needed to increase consumer engagement with this product.

Keywords : Media promotion, Advertising, Milk