

ABSTRACT

Kopi Kenangan launch Ready to Drink product Kopi Kenangan Hanya Untukmu in January 2022 for work to increase and develop market to national, also to answer the antusias of Kopi Kenangan consumer. Although the antusias to Kopi Kenangan is good enough, but in last 2 years awareness of rtd product Kopi Kenangan is not enough, this thing supported by observation and questionnaire data, also lack of maximizing social media feature which can be seen from Kopi Kenangan Hanya Untukmu Instagram feeds which is less organized than during first year of release. Because of that, the goal of this research is to set up the creative strategy promotion and creative media strategy. The method on this reseacrh is qualitative method with how data collection will be carried out includes observation, interviews, questionnaires, and literature study then analysis method using SWOT analysis, AOI, and AISAS design method. The collected data will be grouped and sorted according to research needs. The theoretical basis used includes brand awareness, promotion, brand experience, research method, creative strategy, media, event, promotion strategy, Visual Communication Design and social media platform. Which is the result of this research is Kopi Kenangan Hanya Untukmu creative strategy promotion is creative media as brand activation for Kopi Kenangan Hanya Untukmu brand awareness increase.

Keyword : brand awareness, brand experience, creative strategy, event, promotion strategy,