

ABSTRACT

A healthy lifestyle is now popular, triggering many healthy and practical drinks. Ginger and Turmeric Black Sariwangi Tea, the first ginger and turmeric dyed black tea in Indonesia, is rich in benefits because it contains real ginger and turmeric, and has been certified by the Rainforest Alliance. However, a survey in Bandung showed that only 65.9% of 127 respondents knew about this product. Previous promotions only focused on products, so a new strategy was needed. The research uses a qualitative approach (observation, interviews, questionnaires, literature study) and analyzes data using a comparison matrix, AOI, SWOT, and AISAS. The result is a promotional plan with main media to activate the brand and supporting media such as PoP, Instagram, posters, X Banners and merchandise.

Keywords : Experience, Promotion, Health