

ABSTRACT

Reporting from the detikhealth.com article, drinks with high sugar content as much as 1-2 servings can increase the risk of developing diabetes by 26% compared to people who do not consume them. which contains a lot of sugar is one of the most popular drinks for all ages. To overcome this solution, Tropicana Slim has a coffee product that is low in sugar and calories. that is low in sugar and calories. Tropicana Slim Café Latte coffee product itself has not been widely recognized by the public. If people continue to consuming sugary drinks continuously can increase the risk of diabetes, especially among young people. diabetes, especially among young people. For this reason, it is necessary to design visualization and communication messages with brand activation output to promote Tropicana Slim Cafe Latte products to the public. Tropicana Slim Cafe Latte to the public. The method used in this research uses qualitative methods, and data analysis methods using SWOT methods, AISAS, and AOI. then, the theories used in this research include promotion theory, advertising theory, brand theory, brand activation theory, event theory, communication theory, media theory, and media theory. event theory, communication theory, media theory and visual communication design theory.

Keywords: promotion, coffee, diabetes, health, brand activation