

ABSTRACT

"Indomilk" is a well-known milk brand in Indonesia. This brand is part of PT Indofood CBP Sukses Makmur Tbk, one of the largest consumer companies in Indonesia. Indomilk offers a range of dairy products, including liquid milk, powdered milk, yogurt products, and other dairy beverages. Along with the development of health and nutrition trends, Indomilk continues to innovate by launching products that meet the needs of modern consumers. In addition, Indomilk is known for building a positive image through promotional campaigns that emphasize product quality and the nutritional goodness of milk. The methods used in data collection are through interviews, observations, and literature studies. Data analysis was carried out by analyzing observation results, analyzing interviews and analyzing comparison matrices. This design is expected to increase consumer brand awareness of indomilk liquid milk.

Keywords: Brand Awareness, Indomilk, Promotion Design