

ABSTRACT

Teenagers aged 18-22 years have a tendency to consume sugary drinks after activities. Teenagers are an age group that is still experiencing identity confusion so they are still looking for identity by looking for new activities. Like, the trendy sports activities during the covid-19 pandemic. Teenagers consume sugary drinks at least once or more per day. Teenagers who often consume packaged sugary drinks have a long-term impact on their health. Some of the factors that cause adolescents to like sugar-sweetened drinks include being easily found anywhere, peer influence, and exposure to advertising media, in which case adolescents are more easily influenced by advertisements. In Bali, based on Riskesdas data (2018), 1.74% of adolescents have diabetes mellitus. Denpasar City is the city with the most cases, namely 3,372 cases. The current lifestyle of adolescents prefers practical and instant sweetened beverage products that should create awareness of sweetened beverage product brands to contribute to solving the problem of sugar-sweetened beverages among adolescents. One of the packaged beverage product brands presenting products that have a positive impact on the health of the adolescent body is Teh Pucuk Harum *Less Sugar* variant. Therefore, the author designed an event experience with a sports theme to introduce Teh Pucuk Harum *Less Sugar* products as a solution to reduce teenagers' habit of consuming sugar-sweetened beverages. The collection methods used were observation, interviews, questionnaires and literature studies. Furthermore, analysis is carried out using the SWOT, AOI, AISAS and Comparison Matrix methods. The results will be used to design a promotional strategy through an appropriate event experience to promote Teh Pucuk Harum *Less Sugar* in Denpasar City to increase teenagers' awareness about the importance of choosing healthier drinks during leisure activities.

Keyword : Teenager, Promotion, Sports, Tea Pucuk Harum Less Sugar, Event