

ABSTRACT

This research aims to design an effective promotional strategy for Sariwangi Black Ginger and Turmeric Tea products through the AISAS (Attention, Interest, Search, Action, Share) method. The research identified health issues and healthy lifestyle as relevant background for this product, given the importance of physical, mental, and social balance in daily life. Data was collected through questionnaires, observations, and interviews with consumers as well as SWOT analysis and comparison matrix to determine the opportunities and advantages of marketing strategies. The results of this study show that a promotional strategy involving key media such as TVC, Instagram, and print media can increase consumer awareness and interest in Sariwangi Tea products. The promotion is also designed to create deep interactions with consumers through informative and engaging content, which is expected to increase sales and strengthen the brand's position in the market. The conclusion of this study suggests that companies continue to adapt promotional strategies that are responsive to changes in consumer behavior and market dynamics.

Keywords: Commercial Television Advertisement, TVC Design, Herbal Drink, Tea Sariwangi