

ABSTRACT

Generation Z, particularly those aged 20-25, are known for their extremely busy routines that often extend late into the night. This is often due to a combination of academic responsibilities, part-time jobs, and a packed social life. Studies indicate that 74% of this age group work while studying, while 65% spend more than five hours a day on activities outside of academics. These conditions lead them to tend to consume fast food, such as instant noodles, as a practical solution to meet their nutritional needs. Data reveals that 72% of this generation in Indonesia consumes instant noodles at least once a week, indicating a strong preference for this product. Indomie, as the leading instant noodle brand in Indonesia, has responded to this need by introducing the Jumbo Grilled Chicken variant. However, compared to competitors such as Sarimi Isi 2 and Sukses Isi 2, Indomie Goreng Jumbo's social media promotion is still less than optimal. This indicates the need for the development of a clearer Unique Selling Proposition (USP) and more effective promotion to strengthen the product's position in a competitive market. Therefore, this study designed a promotional strategy using a qualitative research method through observation, interviews, questionnaire distribution, and literature review. Then it was analyzed using SWOT, AOI, AISAS, and comparison matrices. The result is a promotional strategy with the main media being brand activation and supporting media such as social media and print media.

Keywords : Generation Z, Instant Noodle, Promotion, Brand Activation