

ABSTRACT

This study aims to design an effective television commercial (TVC) strategy to enhance brand awareness of Tehbotol Sosro Tawar using the AISAS model (Attention, Interest, Search, Action, Share). The advertisement targets an audience aged 30-35 years with high health awareness by integrating storytelling with a soft sell approach that highlights the simplicity and authenticity of the product. The results indicate that this approach successfully creates an emotional connection between consumers and the brand, strengthens the product's appeal, and increases customer loyalty. The combination of traditional media (TVC) and digital platforms (Instagram, TikTok, YouTube) proved effective in expanding promotional reach and improving brand recognition in the market. This campaign aims not only to build brand recall but also to strengthen Tehbotol Sosro Tawar's position as the leading choice in the healthy beverage category.

Keywords: TVC Advertising, Brand Awareness, Promotional Strategy, AISAS Model, Soft Sell