

ABSTRACT
**FRESTEA ADVERTISING DESIGN “REFRESH YOUR DAY” TO
STRENGTHEN BRAND AWARENESS IN BANDUNG CITY**

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The development of the modern era has changed the consumption patterns and lifestyles of urban communities who now tend to want everything instant, including in terms of food and drinks. However, people are now smarter in choosing instant products that are not only practical but also have nutritional value and long-term health benefits. One product that answers these needs is green tea, which is known to have various benefits such as improving brain function, burning fat, and strengthening the immune system. Frestea as a ready-to-drink packaged tea product comes with various flavors and continues to innovate to meet market needs. However, amidst tight competition with brands such as Teh Pucuk Harum and Sosro, Frestea's brand awareness has decreased due to the lack of an attractive visual communication strategy and minimal use of digital media to the fullest. This study aims to design an effective visual promotion strategy to increase Frestea's brand awareness through a creative approach that is in accordance with current digital trends. Data collection methods were carried out through observation, interviews, and questionnaires, which were then analyzed using the SWOT, AISAS, AOI, and Comparison Matrix approaches. The target audience in this study is the young generation aged 18–25 years who are active on social media. It is hoped that through the design of the right visual communication strategy and digital promotion, Frestea can increase emotional attachment with consumers and strengthen its position in the Indonesian packaged tea market.

Keywords: Frestea, Brand Awareness, Promotion Strategy, Visual Communication, Digital Media.