

## **ABSTRACT**

*Yakult Light is a low-sugar probiotic drink variant launched by PT Yakult Indonesia Persada to meet the needs of a society that is increasingly aware of the importance of health. Despite its significant benefits, especially in supporting digestive health and preventing diseases such as diabetes, Yakult Light's current advertising campaign is considered less targeted, particularly for teenagers. In fact, this age group is highly vulnerable to unhealthy consumption patterns. This research aims to design a new promotional advertising campaign that is more appropriate and relevant to the characteristics of teenagers aged 15–18 years in Denpasar City. Using a qualitative research approach, the author conducted observations, interviews, questionnaires, and literature studies, then analyzed the findings with SWOT, AISAS, AOI, and Comparison Matrix methods. The result of this design is expected to become a more effective communication strategy that can raise teenagers' awareness about the importance of maintaining digestive health from an early age while strengthening Yakult Light's position as a relatable healthy choice among young people.*

**Keywords:** *Denpasar Teenagers, Low-Sugar Probiotic, Promotional Advertising Strategy, Yakult Light.*