

## **ABSTRACT**

*Nivantara Media is a Media Management business that was founded in 2021. Nivanatar Media offers photography, videograph and content creator services. Nivantara Media currently has several symptoms of problems being experienced. The problems that occur at Nivantara Media include monthly income which still has no increase in income. From the various problem symptoms that have been written down, brand awareness is the solution to the problem found in Nivantara Media. In solving this problem, the AISAS method was used. This research uses quantitative methods, descriptive research type. AISAS aims to find out deficiencies in Nivantara Media to strengthen solutions to solve problems at Nivantara Media. The results obtained are the design of a proposed promotional strategy for Nivantara Media to increase brand awareness.*

***Keywords AISAS, Brand Awareness, Nivantara Media. Promotion Strategy***