

## ABSTRACT

The title of the final report is “Promosi Susu Murni JegudMilk Di Kota Bandung“. The research object in this final report about the right promotion which is JegudMilk should do. The aim of this research is to increase the JegudMilk’s product popularity to the youth people in Bandung. Observation and interviewing method were used to collect the data. Research method which be used was descriptive qualitative method. So, the solution of this problem is to make some effective and efficient strategy planning of promotion based on the budget which JegudMilk has for the promotion in Bandung. The writer also conduct the promotion effort by using many kind of media based on the strategy used which is called AISAS. Writer use AISAS based on analysis and nowadays changing. The strategy which writer used is to make JegudMilk become a healthy milk product and have variant flavor. Using the target audience itself as a medium of the promotion (*world of moth*), by benefitted the event of giving free 500 JegudMilk’s Fresh Milk to attracting people to come to our event which is held at Car Free Day at Dago, with event as main media and social media, merchandise, pin, t-shirt, X-banner poster, as supporting media to embed the brand to target audience and also directing the target audience to *Instagram*. By using this strategy, hopefully the information media planning will be effective.

Keyword :

*Promotion, Bandung, Fresh Milk.*