

ABSTRACT

Jakarta city lifestyle is fast-paced and instant encourage people looking for fast food and easily consumed, ie snacks. Soyjoy is a first healthy snack bar in Indonesia, entered a very competitive era, Soyjoy require larger target audience to increase sales, with the nutrients contained in Soyjoy, one of which is folic acid, which proved to be good for pregnant and lactating mothers. Then, we designed a Soyjoy promotion that shown to a wider target audience, that is Pregnancy and Lactating Mothers. Using qualitative research methods to produce descriptive data in the form of words written or spoken of people and behaviors that can be observed. Also, to know the strategies of promotion and media appropriate to the target, use the theory of promotion, advertising theory, theory of nutrition for pregnant women, AISAS, psychological theory and visual communication design theory. This promotion aims to encourage the target audience to start a healthy lifestyle by eating Soyjoy as snacks that can be consumed daily in between mealtimes with fun and easy way to do through Mobile Applications.

Keywords: Promotion, Soyjoy, Healthy, Pregnant and Lactating Mothers, Mobile Apps, Eating Habit.