

ABSTRACT

Sariwangi tea, which is produced by PT Unilever Indonesia, always makes product improvements and marketing strategies in order to survive in today's competitive era. This brand was the first to introduce the concept of tea bags in Indonesia and is known to the public as a drink that creates togetherness by gathering families and creating harmonious communication. In this ad it is entitled "When differences separate, talk together". SariWangi has launched a "Let's Talk" campaign. Campaign trips such as; let's talk about couples, let's talk about family, bear to reveal the true heart, 15 minutes a day, and let's talk Indonesian

The results of this research are Sariwangi advertisements in this advertisement. The harmonious family here is not hindered by differences in cultural customs and the courage to speak

Keywords : Family, Talk, Sariwangi