

## **ABSTRACT**

*Ziato Gelato is a brand that is engaged in Foods and Beverages, with its main product in the form of gelato, located in Kemang, South Jakarta. Ziato Gelato claims to have the most 60 flavors from similar competitors as its superiority. However, based on the research conducted by the author, Ziato Gelato does not take advantage of creative media in his promotion, resulting in not achieving the sales and visitor tragic. Therefore, this design aims to promote Ziato gelato through the AISAS method to determine the right strategy and media according to the Target Audience. By conducting surveys, observations, and interviews as methods of collecting data from Ziato Gelato, then conducting a questionnaire on the Target Audience. Until finally it was determined to use the Live Music Event to maximize promotions so that the Target Audience could find out and maximize Ziato Gelato sales.*

*Keywords: Refreshing, Modern, Event, Promotion*