

Abstraction

The awareness of living a healthy lifestyle is currently raised in public. This phenomenon is getting more exposure because of the COVID-19 pandemic which are still going on today. Public are starting to realize the importance of living a healthy lifestyle, and changing the way they live before. One of the step of starting a healthy lifestyle is through eating healthy food. A lot of UMKM merchants are now following this new phenomenon by providing healthy food products. One of them is TIASA Plant-Based Canteen. But although they are committed in providing cheap and affordable healthy food, TIASA Plant-Based Canteen is not getting enough awareness in public, especially in the city of Bandung. This is due to the lack of creative promotional activity. The purpose of this research is to solve the right promotional strategy for TIASA Plant-Based Canteen, so they can get more awareness especially for the public in the city of Bandung. Also to solve the right visual and media strategy to promote TIASA Plant-Based Canteen. The research method that will be used is data collections through qualitative research method. Data collections techniques which will be used are interview, observations, and literature review. The result of this research is a promotional strategy made with AISAS Model (Attention, Interest, Search, Action, Share) with miniseries as the main media.

Keywords: Promotion, TIASA Plant-Based Canteen, Promotional Strategy, Healthy Food