

ABSTRACT

Along with the development of the times, food and drink also developed and became more practical or now people call fast food or fast food drinks. However, this development is not accompanied by a unique variety of food and drink. More and more food and beverage variants are only concerned with taste and appearance without prioritizing health. Consumers also certainly prefer taste over health just to buy and consume fast drinks. This is evident in the data collection that the author did through a questionnaire, from 75 participants around 39 participants chose "Boba tea/Thai tea/Green tea" over fruit juice or coffee. In the city of Bandung itself, precisely in the Margahayu area, there are MSMEs that focus on fast and healthy drinks, namely fruit juices with the name Juice Boss. However, these MSMEs are still not well known by the surrounding community due to the lack of promotion and the lack of utilizing extensive promotional media. In this research entitled "Designing a Juice Boss Promotion Strategy in Bandung", the author will provide a solution to the Juice Boss problem by using qualitative research methods, namely literature study, interviews, observations, and questionnaires. The author uses AISAS based on the analysis carried out and with a strategy that is the author uses word of mouth promotion media by utilizing direct sales using booths around the gym. This booth and several supporting media aims to make brands approach the target audience so that the Action and Share movement is created from the AISAS strategy. By using this strategy, it is hoped that this design can be a solution to the Juice Boss problem.

Keyword : Fruit juice, health, juice Boss, promotion.