

## **ABSTRACT**

With the development of the current era, there are many types of fruit drinks and various variants of fruit drinks, it is not uncommon to use artificial and instant sweeteners. However, this development is not only limited to unique variants of drinks that are only concerned with taste and appearance without regard to health. Many consumers prefer taste over health value, especially just to buy and consume fast food drinks. Due to the large number of activities carried out, the body lacks sufficient nutrition and protein. To supplement the body's nutrition and protein, one of the best solutions is cold-pressed fruit juice, which is a fruit drink mixed with vegetables which has many benefits, namely removing toxins from the body. In the city of South Jakarta itself, which is precisely in the special area of the capital city of Jakarta, namely MSMEs that focus on selling cold pressed fruit juice drinks which have premium glass bottles and are packaged using mini coolerbags so that product quality is maintained. The majority of women who buy IT's fruit juice products are housewives and career women who are conscious about maintaining their health and want to start a healthy lifestyle. This study is qualitative research. Data were collected from interviews, questionnaire observations and literature studies, the data analysis method used was AOI, SWOT and AISAS. The research objective is to increase the promotion of IT's fruit products so that they can improve healthy lifestyles in the community when body health is above standard

Keywords: cold pressed juice, IT's fruit, premium, health, promotion.