

## **ABSTRACT**

*This study is undertaken due to the significant occurrence of dental and oral health problems in Indonesia., where the 2018 Riskesdas results showed that 45% of the population experienced problems such as broken teeth, cavities, or pain. Focusing on dental care is crucial to prevent serious diseases, and one common method is through the use of toothpaste. In this context, Pepsodent emerges as the oldest toothpaste brand in Indonesia, which has created various innovative products to address different dental issues.*

*Although Pepsodent has been successful in its promotional strategies, the Pepsodent Cengkeh product is still relatively unknown to the public. Therefore, this research aims to develop a promotional strategy that can enhance consumer awareness of the Pepsodent Cengkeh product. A qualitative research method is employed to observe and analyze phenomena and consumer behavior. Observations, interviews, questionnaires, and literature reviews are used to gather in-depth data.*

*In order to improve product awareness and sales, this research results in a promotional strategy in the form of brand activation through a booth exhibition as the primary medium. With this approach, it is expected that Pepsodent Cengkeh can become better recognized and encourage the community to maintain natural and healthy dental care practices.*

*Keywords: brand activation, toothpaste, design, promotional strategy, Pepsodent*