

## ABSTRACT

*The beverage business is a very promising business idea, considering that we live in a tropical country with hot weather, making drinking ice very popular. One such business is Esko in the city of Cianjur. Esko serves fresh fruit-based ice shakes with a wide selection of toppings, including cheese, ice cream, and jackfruit. They also offer other menu items such as ice cream cones and ice cream smoothies. Although they had opened a second, bigger branch, Esko was forced to close it due to a lack of promotion. Insufficient promotion is a problem as it is mainly limited to makeshift Instagram accounts, word of mouth, and in-store promotions, which fail to reach the desired target audience. The lack of promotion has resulted in a weak brand image. Under these circumstances, Esko needs to maintain its image, compete effectively, and retain its position as the people's choice. To address this, a qualitative research method was employed to collect data through observation, interviews, questionnaires, and literature studies. The data was then analyzed using SWOT analysis, AISAS, and AOI to design creative strategies and visual concepts while selecting appropriate media for promoting the Esko brand. The objective is to design Esko's creative messages, visuals, and promotional media strategies in alignment with the target audience's preferences.*

**Keywords:** *Esko, Promotion Strategy, Promotion Media*