

### ***Abstract***

*To maintain health, of course we must maintain our nutritional intake every day, one of these nutrients is fiber. Based on Basic Health Research from the Ministry of Health, 95% of Indonesian people do not meet their daily fiber intake, even though There are several ways to meet daily fiber needs, one of which is by drinking Fibe Mini. Fibe Mini is a drink that contains 6000mg of fiber, which helps meet 20% of daily fiber needs. Fibe Mini is also good and safe for consumption by people of all ages and can be purchased directly at the nearest shops. However, the lack of public awareness about the importance of meeting fiber needs, and Fibe Mini is still lacking in utilizing existing features and social media, resulting in a lack of public awareness about Fibe Mini products. Therefore, qualitative research methods are used, by collecting data from observations, interviews, questionnaires, and literature, which are then processed using analysis, SWOT and AOI to formulate creative strategies and promotional strategies, as well as choosing the right media, for the promotion of Fibe Mini products. So that it can raise public awareness about Fibe Mini products. Thus, designing a promotion strategy for Fibe Mini products can make Fibe Mini known more widely.*

***Keywords: Fibe Mini, Fiber, Promotion***