

ABSTRACT

A healthy lifestyle is one of the very important aspects of carrying out daily activities to run optimally. Maintaining a diet is one way that can support the activity of healthy lifestyles, eating patterns will greatly affect the quality of the body's health. Tropicana Slim Low Fat Milk is an instant product that can help in running a healthy lifestyle with sugar -free and low fat content so that it can maintain heart health and regulate cholesterol levels. But Tropicana Slim Low Fat Milk is still less aware of the community so that it affects its sales compared to other competitors. The design of this promotional strategy was made to promote Tropicana Slim Low Fat Milk products through various media with the aim of being known and in demand by the wider community, but also convey information from products with the aim of increasing sales and competing in a wider market. This promotional strategy design uses methods by relying on facts and phenomena with qualitative and quantitative research methods through observation, interviews, questionnaires and literature studies. After that the data will be analyzed using the SWOT, Aisas and AOI methods.

Keyword : *Tropicana Slim Low Fat Milk, Promotion Strategy, Product, Media*