ABSTRACT

Kahuripan Foods is one of the pioneers of the natural home industry engaged in the food sector that produces local cheese products and other products that utilize fresh milk as raw material since 2018. As a promotional media, Kahuripan Foods often conducts promotional activities through social media such as Instagram. However, the obstacle faced by Kahuripan Foods at this time is that it has not optimized in promoting its products so that it is difficult to target the target audience and the intense competition from similar competitors makes Kahuripan Foods still not known by the market audience.

This research aims to design the right promotional strategy through a brand activation approach in creating brand awareness at Kahuripan Foods. The research method used is a qualitative method with a design approach and data collection using observation, interviews, questionnaire surveys, literature studies and documentation. The analysis carried out includes audience data analysis (segmentation, target, positioning), competitor analysis, SWOT analysis, and using the AISAS method which aims to create a promotional strategy based on the reaction or behavior of the target audience.

In optimizing product marketing to build brand awareness at Kahuripan Foods, the research results in the form of designing a promotional strategy that uses brand activation through digital content through Instagram social media and brand activation supporting media such as Food Truck media as an effort to increase awareness of Kahuripan Foods.

Keywords: Brand Activation, Brand Awareness, Promotion, Kahuripan Foods