

ABSTRACT

Based on Riskesdas from the Ministry of Health 2018, 95% of Indonesian people do not meet their daily fiber intake. The daily fiber intake needed by adult humans is around 30g. This phenomenon can occur due to a lack of awareness to make efforts to live a healthy life. Fibe Mini offers 20% of daily fiber requirements, contains polydextrose which can help maintain digestive function and is safe for consumption every day, even for pregnant women. All of this is in 1 practical bottle which can be purchased at the nearest supermarket and also online shops. Existing Fibe Mini advertisements convey the same information such as the importance of fiber, lack of vegetables in the daily diet and gut health. Consumers already understand the message in the Fibe Mini advertisement but there is still no direct association of fiber-rich drinks with Fibe Mini. Using qualitative research methods, namely data collection from interviews, questionnaires and literature studies, it will be reprocessed in SWOT and AOI analysis to design a promotional strategy for Fibe Mini in the form of a TVC. With this, Fibe Mini can encourage Fibe Mini to be the *top of mind* of fiber-rich drinks.

Keywords: Fibe Mini, Promotion, TVC