

ABSTRACT

With the development of the era, the way of doing promotion has begun to shift to be more creative. Tango as a wafer brand that has long been famous in the community has begun to lose its fans, based on data from the Top Brand Index, Tango wafers have begun to decline from year to year. Seen from the survey that 63.8% of respondents have begun to rarely hear promotions carried out by Tango. Therefore, a new promotional strategy is needed. This research was conducted with a qualitative approach and analyzed using a comparison matrix, SWOT, AOI, AISAS. The results that have been achieved are the design of the Tango X JKT48 brand activation in the form of a store visit with a target audience, especially those aged 13-30 years in the city of Bandung. Through this design, it is hoped that Tango can embrace lost consumers and also bring in new consumers from this collaboration.

Keywords: Promotion, Brand Activation, Tango wafers, JKT48.