

ABSTRACT

Indonesia, as the fourth most populous country in the world, faces serious public health challenges, particularly concerning the increasing prevalence of diabetes. The demographic and epidemiological transition occurring in Indonesia indicates a shift from infectious to non-communicable diseases, including diabetes. This study aims to analyze the prevalence data of diabetes in Indonesia and evaluate the prevention efforts undertaken, especially through the promotion of healthy and low-sugar products like Milo Less Sugar. The research methodology includes analyzing the promotional strategies employed by MILO, focusing on the effectiveness of their campaigns in reaching adolescents. The findings reveal that MILO's promotions are predominantly centered on sports events, without sufficient emphasis on promoting Milo Less Sugar as part of a diabetes prevention strategy. This study highlights the need for enhanced promotion of low-sugar products and public education on the importance of reducing sugar intake to prevent diabetes among adolescents. The study's recommendations include the necessity for more targeted and coordinated promotional strategies to support diabetes prevention efforts in Indonesia.

Keywords: dance competition, health campaign, milo less sugar, brand experience