

## ABSTRACT

*The results of research conducted by the Snapcart team stated that 79% of Indonesians are coffee consumers, with the majority of them consuming coffee at least once every day. As many as 40% of them drink coffee to overcome drowsiness, because the content produced by caffeine is known to increase cognitive function, alertness and energy. This trend has triggered intense competition in the coffee product market, especially among sportsmen who are very interested in the benefits of coffee. One of these products is L-Men Proteinmix Coffee, which is produced by PT Nutrifood Indonesia. This product is superior with its high protein content (12 grams) and low fat (0.5 grams), but is still not widely known. Therefore, a promotional strategy is needed that can introduce the benefits of this product to the target audience. The method that the author used for this research was observation, interviews, questionnaires and literature studies. The promotional design that the author uses for this promotion is to use a sporting event according to the intended target audience.*

*Keywords : Promotion Strategy, L-Men, Promotion, Sports Event*