

ABSTRACT

This study examines effective marketing strategies for the product Sariwangi Black Tea with Ginger and Turmeric, with a focus on National Health Day. Health is a crucial aspect of everyday life, and herbal drinks like ginger and turmeric tea can provide significant health benefits. This study is motivated by the increasing public awareness of health but the lack of effective promotion for the Sariwangi Black Tea with Ginger and Turmeric product. The main issue faced is the low level of consumer awareness of this product variant and the promotional strategies that have not succeeded in attracting the target market's attention. The purpose of this research is to analyze effective marketing strategies for Sariwangi Black Tea with Ginger and Turmeric in the context of National Health Day. This research employs various data collection methods, including observation in minimarkets, interviews with consumers, questionnaires to 102 respondents, and literature studies. The collected data were analyzed using the SWOT (Strengths, Weaknesses, Opportunities, Threats) method, AOI (Activities, Opinions, Interests), and AISAS (Attention, Interest, Search, Action, Share). The results of the study show that Sariwangi Black Tea with Ginger and Turmeric has great potential as a healthy and practical natural herbal drink. However, the promotion of this product still needs to be enhanced to attract more consumer attention, especially with creative and interactive approaches through social media and print media.

Keywords: National Health Day, Herbal Drink, SWOT Analysis, AOI, AISAS