

ABSTRACT

The health trend is increasing due to the COVID-19 pandemic, this is also used by the Denpasar city government, with a sports-based program in the Renon Denpasar field area being proof that the Denpasar city government facilitates people who want to exercise. However, with the trend of exercising, people's habit of drinking sugary packaged drinks is also high because they feel thirsty after exercising. Excessive consumption of sugary drinks can lead to several diseases such as diabetes, heart disease, hypertension, obesity, and death. With this problem, the government also took part in addressing the problem of sugary drinks by imposing excise taxes on sugary packaged beverage products in 2024. With the phenomenon in the field, Teh Pucuk Harum Less Sugar products can be a choice of drinks to accompany sports because of their low sugar content. So a qualitative research method is used with data collection from observation, interviews, questionnaires, and literature studies. Based on the data that has been obtained, that Teh Pucuk Harum Less Sugar products are not well promoted. Then developed with SWOT, AISAS and AOI analysis with the aim of designing messages, visuals and selecting the right media for the promotion of the Teh Pucuk Harum Less Sugar brand. So that the achievement of the objectives of this promotional design is the creation of brand awareness according to the desired target audience.

Keyword : Design, Promotion, Sports, Teh Pucuk Harum *Less Sugar*