

ABSTRACT

Sport is very important for all groups, especially teenagers aged 18-22 years. The tendency of teenagers to consume high levels of sugary drinks will have a negative impact on the health of teenagers' bodies. Teenagers tend to ignore the health risks, such as diabetes and obesity, due to the habit of consuming sugary drinks. This research aims to increase awareness of teenagers aged 18-22 years regarding the dangers of consuming sweet drinks high in sugar, especially after exercise, by introducing Cimory Yogurt Drink Aloe Vera Low Fat as a healthier alternative. Research objectives can be achieved using qualitative approach methods and analytical approach methods. Various data collection techniques were used, including observation, interviews, distribution of questionnaires to 100 target audience respondents, and literature study. Using the AISAS (Attention, Interest, Search, Action, Share) approach, this research designs a promotional strategy which includes installing billboards, using social media, and organizing educational sports events in strategic locations. This event will present information about the health benefits of low-sugar yogurt products and invite teenagers to participate in various interactive activities. It is hoped that this strategy will not only increase teenagers' knowledge about the health risks of sugary drinks but also introduce Cimory Yogurt Drink Aloe Vera Low Fat as a better choice. Thus, it is hoped that this research can make a positive contribution in reducing the consumption of sweet drinks among teenagers and increase their awareness of the importance of choosing healthier drinks after exercising.

Keywords: Cimory, Event, Youth, Sports