

ABSTRACT

Given the incidents caused by cough syrup containing Diethylene Glycol (DEG) and Ethylene Glycol (EG) related to the deaths of more than 60 children in Gambia, BPOM has conducted comprehensive pre-market and post-market supervision of syrup medicinal products circulating in Indonesia. This has an impact on people's perception of all cough syrup medicines in the country, including OBIDA which actually does not contain DEG and EG. OBIDA has been circulating in the Indonesian market for almost one and a half decades, but the promotion carried out by Obida did not emphasize the benefits and value of the products it has, as well as a series of promotional strategies that are not prolonged and do not utilize various media other than digital and TVC, so that the communication message is not conveyed properly to the target audience so awareness is still low. The purpose of designing this promotion is to increase brand awareness and design promotional and visual media for the intended target audience of OBIDA Indonesia products. The research method used is a qualitative method through observation, interviews, questionnaires, and literature studies. As well as data analysis methods using SWOT, AOI, and AISAS. The results of this study indicate that the promotions that have been carried out previously have not built strong brand awareness, so a series of creative cultural penetration promotion strategies are needed to increase brand awareness by using various media according to the target audience.

Keywords : OBIDA, Promotion, Brand Awareness