

ABSTRACT

With the widespread consumption of packaged snacks, which is still practiced by the majority of young adults in Indonesia, as a practical solution when hungry in the midst of busy activities, it can threaten the health of the body. On the other hand, the level of consumption of foods containing fiber is still very low in Indonesia. This is because the consumption of foods that contain fiber is highly recommended for daily nutritional needs, so many people are turning to finding solutions by consuming ready-to-eat packaged foods that claim to be safe and healthy.

This phenomenon has led to the emergence of various healthy snack products as an alternative to delicious and practical food but safe for consumption. Diasweet Fiberwafer is here as a healthy snack that also tastes no less delicious with a high fiber content which of course has various benefits for the body. Unfortunately, public knowledge of Diasweet Fiberwafer products is still lacking and lagging behind when compared to similar competitor products. So based on this, a promotion strategy is needed that is able to make Diasweet Fiberwafer products better known by audiences with strong positioning with attractive media and visualization

Therefore, the author seeks a solution by making a series of promotional designs for Diasweet Fiberwafer products. In designing this promotion, the author uses qualitative research methods including literature studies, observations at shops/supermarkets, interviews with Brand Managers from PT Konimex & several target audiences, as well as distributing questionnaires. In addition, the author also uses the analytical method using SWOT, AISAS, and AOI so that from this process a creative big idea will be produced in the form of what to say and how to say from promotion design using a series of interesting media and visuals. It is hoped that the results of this research can help to increase brand awareness and stronger positioning towards audiences, which is the problem with Diasweet Fiberwafer.

Keywords: *Active, Nutritious, Healthy Snacks, Practical, Promotional, Fiber.*