

ABSTRACT

This study explores the promotional strategy for Teh Botol Sosro Tawar by incorporating the cultural identity of North Lombok to increase consumer interest in the region. Tea is a popular beverage in Indonesia, appreciated not only for its taste but also for its health benefits. Launched by PT. Sinar Sosro in 2017, Teh Botol Sosro Tawar is aimed at consumers seeking a sugar-free tea option, focusing on health benefits. Considering the rising number of diabetes cases in Indonesia, this product presents a significant market opportunity. The study emphasizes the importance of integrating local cultural elements into promotional strategies to strengthen product identity and foster an emotional connection with consumers. Cultural elements such as Gendang Beleq and songket motifs were selected to represent the rich heritage of North Lombok. By incorporating these motifs in packaging design and other promotional materials, such as print ads, digital content, and social media, the cultural aspects proved effective in raising consumer awareness and interest. Additionally, promotional events featuring traditional cultural performances further enhance the product's appeal by providing an authentic cultural experience. The results indicate that using local cultural identity in promotional strategies can enhance the attractiveness and consumer attachment to the product. This approach not only supports TehBotol Sosro Tawar's position as a healthy beverage but also as part of a unique cultural experience. This strategy is expected to expand the product's market share, particularly in North Lombok, while fostering consumer pride in Indonesia's cultural heritage.

Keyword: Teh Botol Sosro Tawar, promotional strategy, cultural identity, North Lombok, Gendang Beleq, songket motifs, consumer interest, healthy beverage, cultural marketing.