

ABSTRACT

This study focuses on the implementation of Above The Line (ATL) promotional strategies by EatNEat, a micro, small, and medium enterprise (MSME) in the snack food industry in Indonesia, in building its brand image in the digital market. In an increasingly competitive business environment, EatNEat utilizes digital platforms such as TikTok and Instagram to enhance brand awareness, attract younger consumers, and expand product visibility.

The main objective of this research is to analyze how ATL strategies contribute to the formation of EatNEat's brand image and how innovation in the marketing mix 4P (product, price, place, and promotion) supports the effectiveness of these strategies. This study uses a descriptive qualitative method, with data collected through observation, interviews with internal team members and external collaborators (influencers and content creators), and documentation of promotional activities.

The results show that ATL promotions through social media content, influencer endorsements, and TikTok Shop live sessions significantly improve consumer engagement and purchasing decisions. A consistent visual identity, attractive packaging, and diverse product variants further strengthen the brand image in the target market. Collaborations with content partners have also expanded brand reach, especially among Telkom University students and digital consumers.

This research provides practical insights for MSME aiming to improve promotional effectiveness through digital ATL strategies. It highlights the importance of aligning promotions with consumer behavior trends and maintaining consistent messaging across platforms.

It is recommended that EatNEat continue developing creative, data-driven, and relevant digital marketing content to maintain competitiveness and consumer interest.

Keywords: *Above The Line Promotion, Brand Image, Marketing Mix 4P, Social Media Strategy, MSME, EatNEat*