

ABSTRACT

Fretea is one of the ready-to-drink tea brands facing intense competition in the Indonesian market, particularly in Sragen Regency, where the trend of affordable jumbo iced tea consumption continues to rise. This study aims to design an effective promotional campaign to enhance Fretea's appeal and connection with the local community in Sragen. A qualitative method was used, involving observation, interviews, and questionnaires, which were analyzed using SWOT, AISAS, and AOI approaches. The findings indicate that the people of Sragen, especially those aged 16–22, show a strong interest in promotional strategies that are interactive, visually appealing, and culturally relevant. The proposed campaign utilizes a combination of ATL, BTL, and TTL media such as TV commercials, social media, local events, and visual branding tailored to the target audience's characteristics. This strategy is expected to increase consumer purchase interest and help Fretea compete more effectively in the local market.

Keywords: Fretea, promotional strategy, visual communication design, locality, Sragen