

ABSTRACT

This study aims to design an advertising campaign for Limun Linggardjati, a local soft drink from Pasuruan, to compete amidst the dominance of major brands. Despite its historical value and strong cultural identity, Limun Linggardjati has experienced a decline in popularity due to a lack of promotional strategies and visualizations relevant to the tastes of the younger market. A qualitative approach was used to explore consumer perceptions through observation, interviews, and questionnaires. The analysis revealed low brand awareness and minimal exposure to digital media. The campaign was designed by combining persuasive and informative strategies based on the AISAS model, and utilizing digital and conventional media in an integrated manner. The campaign visuals emphasize nostalgic messages and local values, with the tagline "Segarnya dari Masa Lalu." This strategy is expected to increase audience engagement, strengthen Limun Linggardjati's brand awareness, and revitalize Limun Linggardjati's position as a visually and culturally relevant local beverage icon.

Keywords: AISAS, awareness, advertising campaign, Limun Linggardjati