

ABSTRACT

is a soda tea beverage that has a strong nostalgic value among Indonesian millennials. In recent years, its presence has diminished due to the dominance of competitors and lack of emotionally engaging brand activation. This study aims to design a promotional strategy based on brand activation through a nostalgic musical drama acara titled "Rangga dan Cinta" to revive brand awareness among millennials in Bandung. The research method uses a qualitative approach through literature review, observation, interviews, and questionnaires. Data were analyzed using SWOT, AISAS, and AOI methods to develop visual and communication strategies. The design results include a school nostalgia-themed acara supported by digital and print media, merchandise, and influencer collaborations. This study shows that emotional *storytelling* and direct experiences can effectively rebuild the bond between consumers and the brand.

Keywords: Advertisement, Brand activation, Acara, Nostalgia marketing, TEBS.