

ABSTRACT

The background of this research is based by desire to preserve the Betawi traditional drink, called Bir Pletok. This product seems barely audible as it is covered by various invasive noise of other beverage products.

All this time, the level of public awareness of Bir Pletok existence is a negative. Named as Bir Pletok also lowered the public image of this beverage. Peoples think that Bir Pletok can be intoxicating, but this is just a delicious and refreshing traditional beverage consists of a mixture of ginger and various spices.

Based on the background that has been stated above, the descriptive study was conducted to determine how public awareness of Bir Pletok, how Bir Pletok image in consumers' minds, how to position Bir Pletok among other traditional drinks, and what promotional strategies to raise awareness and image of Bir Pletok inside consumers mind.

The data used are primary and secondary, where primary data obtained through questionnaires distributed to respondents and the secondary data obtained from marketing books that support the writing of this thesis. The population of this research is RW 03 Kelurahan Jatipadang. Samples taken from the population with a Purposive Sampling Method. The method of analysis with descriptive analysis, STP, 4P, and Promotion Strategy Analysis.

The result obtained from respondents state that the most important thing when buying traditional drink is the health benefits. Overall awareness and image of the respondents about Bir Pletok is good. Bir Pletok promotion of the seller or manufacturer is still weak and the respondents agree that if the government and community leaders suggested to contribute to preserving this Betawi traditional drink.

Suggested promotional strategies to raise awareness and image of the Bir Pletok is through advertisements on television by using the perfect the tagline to take advantage of the influential figures, included in the exhibition and bazaar, includes news about Bir Pletok in newspapers, woman magazines, teenagers magazine, and children magazine. Do not forget the promotion via the Internet as a powerful medium for market expansion.