

ABSTRACT

In the era of rapid globalization, competition in various industries is also getting tighter, including the drinking water industry, including the Bottled Drinking Water (AMDK) industry in Indonesia. This research describes the condition of AMDK in Indonesia, where there are many brands from various companies, including Micro, Small and Medium Enterprises (MSMEs) that contribute to market competition, one of which is KH-Q. This research aims to look at KH-Q's Brand Awareness by looking at its marketing strategy through Segmenting, Targeting, Positioning (STP) and Brand Activation. The research method used is descriptive qualitative method with direct research subjects using in-depth interview technique and documentation which sources came from within the company. The data analysis technique that will be used is qualitative descriptive analysis technique. The process of testing the validity and reliability of data is carried out using triangulation technique. The results of this study are KH-Q products that focus on STP strategies, Brand Awareness, and Brand Activation which state that KH-Q generally only markets its products to the Foundation affiliated with PT Buya Barokah Kudus.

Keywords: *Brand Awareness, Brand Activation, STP, AMDK KH-Q.*