

## **ABSTRACT**

*Kefir is a health beverage with numerous significant benefits, including boosting the immune system and maintaining intestinal health. Permata Kefir, as a subsidiary or business partner of CV Permata Engineering, has been in operation since October 2014, focusing on kefir processing and providing various health and beauty products made from kefir. Unfortunately, many people are still unfamiliar with kefir, especially during the Covid-19 pandemic when its benefits are particularly valuable. This issue is exacerbated by the lack of effective promotional media, making it difficult for the public to understand the extensive terminology and benefits of kefir products. When some individuals do become aware of kefir, they often have a dislike for it and respond negatively due to its typically acidic taste. To address this, the introduction of Kapsul Kefir products by Permata Kefir presents a suitable solution for designing promotional media to introduce and promote kefir to the public, particularly in the Gunungmanik Village of Tanjungsari. In the design process, qualitative research is conducted using methods such as interviews, observations, and literature reviews. The collected data is then analyzed using matrix analysis and SWOT analysis, encompassing related products as well as similar or competing products, to formulate optimal design strategies. The aim of this Final Project is to create improved promotional media designs compared to existing ones, incorporating new elements such as packaging labels for Permata Kefir to introduce kefir through their Kapsul Kefir products. The ultimate goal is to encourage the public to become acquainted with, understand, and learn about kefir, leading them to be interested in trying the Kapsul Kefir product from Permata Kefir through making a purchase.*

*Keywords: Kefir Capsule, Health Product, Awareness, Promotional Media, Benefits*