

ABSTRACT

Feeling sick, such as colds, aches, blocked noses, and headaches, often happens to everyone suddenly and is difficult to avoid, resulting in disrupted activities or difficulty sleeping. There are many ways to deal with this pain, one of which is using alternative medicine such as aromatherapy oil. Plossa is an aroma therapy oil product that contains eucalyptus oil which has a warming effect on the body, peppermint which helps soothe the respiratory tract, and menthol and camphor which have a relaxing effect. This product also has the advantage of 4 in 1, namely massage, scraper, roll-on, and inhaler. Plossa has 7 different flavors and sizes which makes it superior to competing products in terms of the number of variants. The emergence of the term decrepit teenager is used to refer to young people who complain about physical conditions that they often face, such as aches, colds, fatigue, headaches, symptoms of colds, bloating, and nausea. Realizing the lack of knowledge of target teenagers (17-25 years) regarding the features, benefits, and variants of Plossa, a promotional media with a mix of target characters is needed so that the value of knowledge or awareness can increase. The method used in this research is qualitative in the form of observation, interviews, questionnaires, and literature study, and the theories used are SWOT, AOI, and AISAS analysis. Therefore, in this design, the author will design a new promotional media that is based on research data on the output of print media, digital media, installations, and others.

Keywords: Brand Awareness, Aromatherapy Oils, Promotion, Promotion Strategy, Media Design, Plossa