

ABSTRACT

Kratom is a plant that is believed to have health benefits, such as diarrhea, increase stamina and can even be a drug for drug addicts, but kratom in Indonesia is classified as a gray item, researchers aim at how to communicate kratom in promoting as a drug for opiate drug addiction. , Perkrindo as an organization concerned with kratom plays an important role in data collection, regarding this research, the research method used by researchers is qualitative research methods and data collection techniques using, observation techniques, interview techniques and documentation techniques, in this study researchers used 1 theory and 2 literature review, namely communication theory and literature review, kratom and Brand Awareness (brand awareness), from this study the researchers drew the conclusion that communication carried out by Perkrindo in communicating kratom as a drug for opiate drugs, could not be done, it still could not be done, still i Perkrindo communicates kratom by making, events, campaigns, seminars and information conveyed only general information about kratom and its economic and social benefits, Perkrindo has not been able to communicate about the health benefits obtained when consuming kratom, because the government has not give permission to claim that kratom can cure disease, this is because the government has not approved the research and clinical trials that have been available from kratom, in contrast to some Malaysian and Thai countries that have made regulations on kratom so kratom in that country is clearly of benefit and benefits as well as what impact they have.

Keywords: Communication ; Health Communication; Brand Awerrness ; Kratom