

ABSTRACT

In this era, keeping the body healthy is very important to always avoid all diseases, especially Coronavirus Disease 19 (Covid-19) which is endemic throughout the world. This virus is very dangerous because it directly attacks our respiratory system, for that we must maintain our immune system to avoid the rise of this virus, one of the ways to maintain the immune system is to drink honey, because this honey contains antibacterial and antioxidant properties that can increase immunity. endure.

This study uses data collection methods (observations, interviews, and literature studies), SWOT methods (Strength, Weakness, Opportunities, Threats), AOI analysis (Activity, Opinion, Interest), consumer journey, and AISAS method (Attention, Interest, Search). , Actions, Shares). The theory used in this research is Visual Communication Design, Promotion, Media, Food and Beverage, and Honey.

The results of this study indicate that using the right promotional strategy will create consumer awareness of consuming honey, especially Asep Honey honey which will make consumers find out about Asep Honey and want to try this honey product from Asep Honey. The proposed TA solution is to create digital posters, merchandise, and motion graphics in the hope of increasing consumer awareness of this honey.

Keywords : Coronavirus Disease 19 (Covid-19), Immune, Honey, Awareness, TA Solution