

ABSTRACT

Eating fruits and vegetables is one of the main factors in living a healthy diet and lifestyle. There are many choices of implementing fruit and vegetable ingredients into modern products such as salads, cold pressed juices, etc. However, the younger generation of Indonesia today sometimes forgets to eat fruits and vegetables. People already know that fruit and vegetable juices are good for health but they are often forgotten. In Palembang, there is a MSME called Balance Cold Pressed Juice which sells food and beverage products containing pure fruit and vegetables without added water, sugar, and preservatives.

However, after running for 2 years, sales from this brand have not reached the expected expectations. The existence of this brand is also still largely unknown to the people of Palembang. Because the promotion is still limited so the promotion has not been effective. Therefore, it is necessary to design a new promotional strategy that contains effective visuals and messages so as to attract more audience attention, thereby increasing the level of brand popularity and increasing sales. For this reason, data collection will be carried out using the method of observation, literature study, interviews, and questionnaires. From these data will be analyzed with a comparison matrix. The results of the design will be channeled through social media by going through the stages of creating messages, visuals and promotional strategies. That way, all of these components can be determined with the aim of promoting the brand so that it can attract more consumers and increase sales.

Keywords: Juice, Healthy Drinks Promotion, Visual