

## **ABSTRACT**

*The development of media in the era of rapid digital information brings many solutions to existing problems, one of them is the limited access to reliable information about health that has not yet reached the wider community. The availability of digital platforms such as social media can make it easier for the public to obtain information, especially educational information about dental health and information on dental health service providers. Damessa Family Dental & Skin Care Clinic (Damessa) is one of the clinics that provides dental health services. Damessa has the potential to become a large healthcare industry in terms of the values and quality it offers, but in the delivery of brand information activities carried out on social media it has not been maximized because it does not yet have brand communication . In this design, the data obtained using the method of observation, interviews, questionnaires, and literature study which will then be analyzed using the SWOT analysis method and comparison matrix analysis. The data obtained is used as a reference for designing strategies and visual brand communication at the Damessa with the results being implemented in information, promotion, and communication media. The results of this design aim that the Damessa can survive in the industry and cover a wider market as well as an effort to increase public awareness of the importance of dental health.*

*Keywords: Brand Communication, Damessa Family Dental & Skin Care Clinic, Dental Health.*