

ABSTRACT

Mental health is an issue that the Indonesian people, especially the younger generation, are already well aware of. Although many are familiar with this issue, the delivery of things about mental health has not been too free and easy. Communication media regarding mental health issues is not only limited to print and digital media. Now fashion products can also be used as a medium of communication on this issue. PastFuture is a local brand that raises mental health issues in its production process. The obstacle faced by PastFuture is the lack of focus on the existing target audience so that the promotional activities carried out are less effective. In this study, the authors collected data using qualitative methods based on data obtained through literature studies, interviews and questionnaires. The final result is to create a talk show and set up a booth at the event. The talk show held will invite artists or influencers who often raise mental health issues. Standing booths will sell customizable T-shirts and there is also an exclusive photo booth that is only available during the event.

Keywords: Booth, fashion, mental health, talkshow event.