

DESIGN OF VISUAL ASPECTS OF CREATIVE PROMOTION

STRATEGY MEDIAAS PRODUCT HILO ACTIVE

ABSTRACT

This research is motivated by phenomena that often occur among active age groups such as adults which tend to continue to increase. Joint disease that is often experienced by adults, according to one study by the Health Office, joint disease that is often experienced by active people aged 20-30 years is rheumatic disease, namely Rheumatoid Arthritis (Nainggolan, 2009). Rheumatoid Arthritis (RA) is the most common auto-immune disease, namely inflammation of the joints that occurs in adulthood. This can disrupt community activities. Hilo Active is a dairy product that originates from Indonesia and is intended for people of active age who have many activities, have benefits and advantages that are suitable for treating joint ailments that are often experienced. obstacles for Hilo Active products. The method used is a quantitative method in the form of observation of phenomena and behavior. The author made observations to get the company and product data. The interview method is used to find out more about company data and customer journeys, questionnaires to obtain consumer data about products, and literature studies support this writing. The method used in order to find a way to introduce the product to the target audience. Promotional strategy design is carried out to increase product and product excellence. This research will produce strategic promotions in the form of Brand Activation Activation.

Keywords: Brand Activation, Hilo Active, Promotion Strategy Design, Rheumatoid Arthritis,