

Abstract

The number of motorized vehicles in the city of Bandung currently reaches 2.2 million units, while the population is only 2.4 million. The number of vehicles is directly proportional to the number of traffic violations that occur. Many of the offenders are under the age of 17 to 27 years. This is due to a lack of awareness of the function of riding equipment, one of which is a helmet. Helmets are a very important safety tool to protect the head from collisions and the resulting impacts. But the price of a helmet that is considered expensive is a problem in itself. Even though the quality offered is comparable to the price that is priced. One of the helmets with good quality comes from Indonesia, KYT Helmet. Promoting KYT helmets is the main objective of this research, apart from selling the advantages and features of KYT products. This research aims to educate people, especially young people, so they are aware of the importance of using the correct helmet when driving. This study used observation methods, interviews with informants, and questionnaires, so that qualitative data were obtained. This study aims to analyze consumer behavior from KYT products and analyze what promotions have been carried out by KYT. Which then the results will be used to create new promotional strategies that are suitable for increasing Brand Awareness from KYT itself.

Key Word: Helmet, KYT, Promotion