

ABSTRACT

Generation Z, born between 1997 and 2012, has been profoundly shaped by the digital era. A survey conducted by Data Indonesia (2023) with 300 Gen Z respondents reveals that 56% experience symptoms of mental health disorders, underscoring Gen Z's awareness of mental health. Dataindonesia.id (2023) reports that 59.52% of respondents choose traveling and healing as means to address their mental health conditions. Healing, popular in 2023, involves activities like strolling, hanging out, and visiting tranquil places, such as Indonesia's natural attractions. Project 1945 encapsulates Indonesia's natural wealth through its products but currently lacks brand awareness. Perceptions of Project 1945 center on independence, with minimal audience interaction due to underutilized Unique Selling Proposition (USP) and inconsistent messaging through available media channels. Therefore, the study proposes "Brand Strategy Design to Enhance Brand Awareness for Project 1945." Utilizing qualitative methods and data collection techniques like literature review, observation, interviews, and questionnaires, the research benefits both academically and practically. It serves as a learning reference in Visual Communication Design advertising and aids Project 1945 in resolving issues related to branding strategy.

Keywords: brand communication, visual, branding strategy, media, healing