

ABSTRACT

Bumi Herbal Dago is an educational herbal plant tour located in Ciburial Village, Cimenyan District, Bandung Regency. There are several facilities such as herbal collection gardens, herbal shops, Green Houses, and others. The Bumi Herbal Dago Tourism Destination has been promoting, but it has not been done in a structured manner, and does not even have a brand attribute and visual identity. Therefore, this study aims to design brand attributes such as logos, mascots, packaging, and others for high school/vocational high school students in Bandung or Generation Z to create an identity and increase brand awareness so that the target can easily recognize and remember Bumi Herbal Dago. The target audience currently needs a healthy lifestyle because they are often active, consume instant food, stay up late, are lazy to move, and are susceptible to disease so they need to know herbs. The method used is a qualitative method through observation, questionnaires, interviews, literature studies, and several analysis methods such as comparison matrices, SWOT, AOI, and AISAS. From this analysis, the author will design a creative and appropriate workshop later for the target audience.

Keywords: Bumi Herbal Dago, Brand Attribute, High School/Vocational High School Teenagers, Brand Awareness, Workshop.