

ABSTRACT

Bandung City, located in West Java, has extreme weather conditions such as rain and heat that often change quickly, due to wind patterns in the Bandung City area dominated by easterly winds that bring cold and dry air masses, winds generally blowing from the Southeast at a speed of 5-20 kilometers per hour, making the morning and afternoon weather hot, afternoon and evening potentially rainy. The extreme weather that occurs requires people in Bandung City to protect their homes with exterior paint that is resistant to extreme weather. Nippon Paint has a Weatherbond Max product, a multifunctional exterior paint that can protect house walls from extreme weather, but the product is not widely known by the public, especially in Bandung City with Socioeconomic Status A. Therefore, a promotional strategy is needed that can increase awareness to the people of Bandung City about the product. The research was conducted in Bandung City using qualitative methods based on data obtained through literature studies, interviews and observations. And using other analysis theories such as AISAS and SWOT. The results of the Nippon Weatherbond Max product research for the design of this promotional strategy are expected to increase awareness among target groups in Bandung City regarding multifunctional exterior paint that can cope with extreme weather according to their needs.

Keywords: Awareness, Exterior paint, Extreme weather, Promotional strategy, Weatherbond Max