

## ABSTRACT

*There has been a rapid growth of the fitness industry in the city of Bandung in recent years. Healthy lifestyles continue to increase among urban communities, especially the younger generation, encouraging the emergence of various fitness facilities that offer different services. Bosston Gym is one of the fitness center business units that is present to meet this need. However, due to the existence of a fitness center that first plunged into the same market or market, Bosston Gym has not been overly glimpsed by their main target. Therefore, this promotional media design is made based on promotional theory and design stages with SWOT analysis, matrix analysis, and AISAS from data that has been collected from object-giving institution data, competitor data, interview data in order to get good design results for Bosston Gym's problem solvers. The design of this report is in the form of Instagram Feeds, Instagram Repost story Background Templates, Posters, Billboards, T-shirts, Hats, Stickers. From the results of the design that has been made based on the data that has been analyzed, it is hoped that Bosston Gym can compete with competitors from fitness centers that have entered first.*

***Keywords: Design, Bosston Gym, Promotional Media***