

ABSTRACT

The risk factors that lead to dehydration include hot weather and overcrowded spaces. Public transportation systems represent daily space of congestions, where intense heat further elevates the risk of dehydration among commuters. Despite this, public awareness regarding the importance of maintaining adequate body hydration remains relatively low. Pocari Sweat, as an isotonic beverage, holds substantial potential as a preventive solution to dehydration. However, there has yet to be a targeted promotional strategy aimed specifically at public transportation users in Jakarta. This study research aims to design a promotional strategy for Pocari Sweat by employing message development and visual communication approaches across relevant media platform to effectively reach the intended target audience. Utilizing a qualitative research methodology comprising observations, interviews, and questionnaires. This research produces a brand experience centered on vending machine as the primary medium, supported by transit advertisement, social media content, and YouTube video advertisement. The promotional strategy is expected to reinforce Pocari Sweat brand image as a functional beverage solution to support public transportation users in mitigating the risk of dehydration.

Keywords: *Product Promotion, Pocari Sweat, Public Transportation, Dehydration, Visual Communication Design*