

ABSTRACT

JUNIOR VEGBLEND 21 PROMOTION DESIGN

Vegeblend 21 Junior is an appetite enhancing supplement and helps to provide adequate vegetable nutrition in children. Vegeblend 21 Junior contains 21 types of vegetables and fiber and minerals. The identification of the problems that emerged in this study was the decline in sales of 21 Junior Vegeblend products, as well as the lack of creative product innovation efforts. This study aims to identify 21 Junior Vegeblend problems in terms of promotion. The theoretical foundation in this study is the theory of promotion, marketing, media, Visual Communication Design, and the theory of child development. The author uses qualitative methods. Starting from the literature study, with Sugiyono's research method book and other supporting books, then observing by observing the promotional media that had been used by Vegeblend 21 Junior and visiting the first pharmacy, watsons, and PT. Pharos. Then the interview method by interviewing watsons, pharmacists at the first pharmacy, and 21 Junior Vegeblend Brand Manager at PT. Pharos. Next is a questionnaire that is sharing a number of questions to the target audience through social media. From the data analysis, it was found that brand activation in the form of roadshow was a strategy that suited the target audience to promote 21 Junior Vegeblend products.

Keywords: 21 Junior Vegeblend, Promotion, Brand Activation, Roadshow