

## **ABSTRACT**

### **SERAMBI BOTANI PROMOTION DESIGN ON SOCIAL MEDIA DURING THE COVID-19 PANDEMIC**

By: Naufal Adryanto

NIM: 1601150066

*Indonesia is still struggling with the COVID-19 Pandemic, from the data on the covid19.go.id website until as of February 8, 2021 the total number of cases in Indonesia reached 1.116.079 confirmed cases with 963.028 cases cured and the number of deaths reaching 31.763. The World Health Organization (WHO) urges people to maintain endurance and improve the body's immune system. One brand that sells products that can increase the body's immune and immune system is Serambi Botani. For the utilization of online media used by Serambi Botani has not been optimal. In this design, data collection is done by conducting observations on social media Serambi Botani, interviews, library studies, questionnaires, and analysis of the matrix of the corporation. Based on observations and data obtained, it is needed to design online promotional media for immune-enhancing products owned by Serambi Botani. This aims to make it easier for all people to find product information that can help boost the body's immune system during the COVID-19 Pandemic.*

*Keyword: social media design, promotion, Serambi Botani, Covid-19*