

ABSTRACT

In 2020 after Covid 19 happened, Sruputs began selling various spice drinks intended as an alternative to increase body immunity. However, Sruputs never developed, because the promotion was carried out through word of mouth in limited circles. The owner of Sruputs innovates to make contemporary spice drinks so that people can be interested in buying this product, to get the attention of the public, the way to promote product innovation must also be considered, but the owner of Sruputs does not know this. The author's goal of making this design is to help overcome the problems experienced by Sruputs, it is hoped that brand awareness can be created in the minds of the public about Sruputs through designing attractive promotional media designs. The design will be designed in a medium that suits the needs of Sruputs. To do the design, the author uses a qualitative method. Data collection will be done by observation, interview and literature study. The analysis carried out uses data analysis in the form of matrices, SWOT, and AISAS. With this design, it is hoped that the results of Sruputs promotional design can be recognised by the public as a provider of spice drinks with a contemporary concept, besides being healthy for the body, it also has a unique and different taste.

Keywords : Spice Drinks, Healthy Drinks, Contemporary Drinks, Promotion, Design.