

ABSTRACT

Jamu is a health drink that has been trusted by the Indonesian people for a long time, apart from relying on natural ingredients, herbal medicine is also made manually. Magelang is one of the cities in Indonesia, which is precisely located in Central Java, which is one of the cities that is included as the largest producer of herbal medicine in Indonesia, one of which is the Magelang Jamu Magelang which is precisely located in Muntilan, namely the Herbal Medicine MSME which often has innovations in variants. flavor. Here Jamu Deka MSME has problems in brand awareness due to the public's view of Jamu as an ancient drink and a bitter taste. The method used in this study is a qualitative method with interviews, observations and library studies. And for the final result, content design will be carried out on Jamu Deka's social media which will contain knowledge content about herbal medicine and the JAYA campaign (menJamu dengan GAYA) which will change the mindset of young people that Jamu is Cool.

Keywords: Jamu, Promotion, Campaign, MSME