

ABSTRACT

Entering the transition period from the pandemic to the new normal, people are starting to become aware of healthier lifestyles. They are becoming accustomed to being more concerned about their health issues, as well as the environment around them. With the numerous accompanying products that are emerging to support a healthy lifestyle, people are finding it difficult to choose a brand and similar products to support their healthy lifestyles. One of the supporting products for maintaining a healthy lifestyle is consuming herbal and spice products such as traditional herbal medicine (jamu). Seeing the continuously growing market for jamu, as well as its significant potential, Rahsa Nusantara brand emerges as an herbal and spice product that can support people in starting a healthier lifestyle. However, due to the large number of similar products, Rahsa Nusantara is not well known among people who are already concerned about healthier lifestyles. Therefore, this research method uses a qualitative approach to collect data from interviews, observations, questionnaires, and literature studies, which are then processed with SWOT, AOI, and AISAS analyses with the aim of designing promotion strategies, visual designs, and suitable media for promoting the Rahsa Nusantara brand. Through this design, it can help Rahsa Nusantara improve the product's understanding among people in the city of Bandung who are already concerned about a healthier lifestyle.

Keywords: Healthy Lifestyle, Post Pandemic, Promotion Strategies.