

ABSTRACT

Nowadays the use of diapers in children in Indonesia has become a basic necessity for parents. With today's technology, information about parenthood is easier to access and every parents wants to prioritize their child to get the best. Therefore, they are very selective in selecting the right product, especially diapers for their babies so it does not cause irritation and diaper rash on the baby skin because some diapers have harmful ingredients. Fluffy comes as a solution of diaper made of antibacterial material and a Super Polymer Absorbent (SAP) core to prevent diaper rash in babies and can absorb more fluids. This study aims to design an appropriate creative strategies to promote Fluffy Baby Diaper products for mothers in the city of Bandung because the promotion that was done before, has not optimized the existing media. The method used is a qualitative method, including analysis of the problem through literature study, data collection through observation, and interviews. The theories used are Attention, Interest, Search, Action, Share (AISAS), Activity, Opinion, Interest (AOI) and Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. The final results of the research are in the form of creative media and visual promotion strategy designs for Fluffy Baby Diaper products which will be shown to the community of Bandung City.

Keyword: Children, Diaper, Promotion, Visual Media