

## **ABSTRACT**

*Generation Z, also referred to as Gen Z, are individuals born between 1997 and 2010, who are actively engaged in activities such as studying, attending university, or working. The fast-paced information flow and high productivity of Gen Z often result in neglecting self-care, leading to various health problems. One of the prevalent health concerns affecting this group is muscle pain, with over half of Gen Z respondents (58.5%) experiencing complaints such as muscle pain that can significantly affect their productivity, as per a survey conducted by Jakpat. To address this issue, Hansaplast plaster is presented as an affordable solution with a unique selling point of being skin-friendly, boosting the confidence of Gen Z in using the product. However, the lack of awareness among this group about muscle pains and their causes necessitates a creative strategy by Hansaplast plaster to educate and engage them. The proposed design aims at brand activation to increase awareness about the use of plaster and the Hansaplast plaster brand, with qualitative design methods such as interviews, observations, questionnaires, literature studies, comparison matrices, SWOT analysis being utilized to collect and analyze data, and AISAS Method. The main media that will be created are booths that will be distributed at several points in the city of Bandung and the supporting media for this design are billboards, posters, TVC, x banner, social media, and merchandise.*

*Keywords: Generation Z, Backpain, Hansaplast, Heat Patch, Brand Activation.*