

ABSTRACT

Dehydration is a major problem that is often experienced by workers, but most of them take it lightly by only drinking mineral water, even though drinking water alone is not enough to replace depleted IONS in the body. Mizone is an isotonic drink that contains minerals and electrolytes that can replace ions in the body. Strenuous activities such as sports, heavy work in the office or field can drain fluids in the body. In 2019 Mizone rebranded the packaging by changing colors and new variants with extra white tea in it, it can be seen from the last TVC that Mizone is also trying to focus on target consumers to teenagers who like to be active, unlike before where Mizone targeted exhausted workers, this is what makes Mizone currently not the first choice in choosing isotonic drinks. The method of data collection carried out in this study is observation or observation, literature study and interviews. Techniques are carried out on theories related to the knowledge used in this study including typography, layout, photos, colors and advertising messages and then analyzed through AISAS theory and matrix analysis techniques. The theory technique is used to explain the results of observations and parts owned by visual samples, while matrix analysis is used to compare the theories used by several visual samples, it aims to determine the right target consumers, design content that attracts the attention of the target audience and is always remembered by the target audience. Through this design can help Mizone in overcoming problems in the promotion of its products.

Keywords: Dehydration, Promotion, Target Consumer