

ABSTRACT

Sleep problems are something many Gen Z individuals deal with, mostly because of their busy routines, pressure to stay productive, and constant exposure to digital devices. This lack of quality sleep often leads to health issues and decreased daily performance. Antangin Good Night is a herbal supplement that can help improve sleep, but not many people in Gen Z are aware of it due to minimal promotional efforts. This final project focuses on designing a promotional aimed at increasing awareness of Antangin Good Night among Gen Z in Bandung. The process includes observation, interviews, and questionnaires, analyzed using SWOT, AISAS, and AOI methods. The final result is a set of visual communication strategies and media that are designed to be more relatable and appealing to Gen Z, encouraging them to understand that good sleep is the key to a healthier and more productive life.

Keywords : *Sleep Quality, Generation Z, Antangin Good Night, Promotional, Brand Awareness.*