

ABSTRACT

During this pandemic, many victims fell due to exposure to Covid-19. Vaccines have arrived, but vaccines alone are not enough to deal with the pandemic. Vaccinations must be accompanied by a healthy lifestyle and eating healthy foods. Sepaket Sehat is a business under the auspices of Alzahra Creative, a youth organization in Bandung which is engaged in education, entrepreneurship, and creativity. Sepaket Sehat is engaged in healthy foods, especially in healthy beverages for primary targets for young adults and secondary for older adults. However, Sepaket Sehat does not yet have adequate visual media promotions to highlight itself in the market to gain public awareness and position itself as a healthy beverages manufacturer during the pandemic. Data collection methods used in this research and design are literature review, visual observation, interviews, and questionnaires. Data analysis methods used are visual data analysis, questionnaire data analysis, and comparison matrix analysis. The data obtained, namely Sepaket Sehat, requires further redesign of promotional media, addition of promotional media, and platform expansion. The results of the design are expected to make Sepaket Sehat better known by the people of Bandung and increase sales profits.

Keywords : *Promotional Media, Food, Health, Pandemic, Bandung*