

Abstract

The transition of seasons in Indonesia tends to increase which causes the body to become vulnerable to various kinds of diseases. Because viruses and bacteria develop well, but at the same time having a busy routine can cause decreased endurance due to fatigue, especially adolescents to young adults (aged 18-24 years). This can be overcome by Tolak Angin, which is a herbal medicinal product that has the benefit of maintaining endurance if consumed regularly. However, most consumers of Tolak Angin only consume the product when needed, not on a regular basis. In addition, the use of media used is less varied so this is a problem for Tolak Angin. So the method used in this research is a qualitative method by collecting data from observation, interviews, questionnaires, and literature studies, then processed by analysis, SWOT, AISAS, and AOI, with the aim of designing creative strategies to make consumers consume products regularly and encourage product consumption levels. This research will produce a promotional strategy in the form of New Media in the form of a Vending Machine Quiz design in several specific locations as the main media.

Keywords: extreme weather, new media, promotional strategy, tolak angin