

ABSTRACT

DESIGN OF PROMOTIONAL MEDIA PT PERSONALE PEDULI POTENSI

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The problem of psychiatric disorders in Indonesia, especially in the city of Bandung, tends to increase, especially among young adults caused by various factors, which of course needs to be considered more seriously by the community, because so far according to the 2021 Bandung City Health Profile, it shows that people, especially adults young people ranging from 18-25 years old still do not understand the symptoms of psychiatric disorders they are experiencing, in the city of Bandung there are already many government and private institutions that provide services for treating psychiatric disorders. One of them is PT Personale Peduli Potensi which can accommodate these problems. However, so far the psychology bureau has not been widely known by the public, especially among young adults. For this reason, it is necessary to carry out a promotional activity to introduce the institution. This research method uses design with observation data collection techniques, interviews, questionnaires, and literature study. The data obtained were then analyzed using SWOT, comparison matrix, and STP. Aims to produce brand guidelines and promotional media that are right on target to increase PT Personale Peduli Potensi's brand awareness.

Keywords: Promotion, Promotion Media, PT Personale Peduli Potensi.