

ABSTRACT

In the era of modern healthcare, there remains a significant challenge: many people still do not understand the importance of regular medical check-ups. Many view medical check-ups as merely a formality or an office requirement, rather than an essential part of preventive health care. This final project aims to design an effective promotional campaign for the medical check-up services at Al Islam Hospital, utilizing the principles of Visual Communication Design. Given the importance of preventive health, this campaign is designed to raise awareness and stimulate public interest in the importance of regular health check-ups. The methodology used includes market analysis, creative concept development, SWOT and AOI and the application of visual design elements such as typography, color, and composition to create engaging and informative promotional materials. The final results are expected to increase the number of patient visits for medical check-ups at Al Islam Hospital, while also contributing to improved public health awareness. This project demonstrates how design can play a vital role in public health communication.

Keywords: Al Islam Hospital, Medical Check Up, Brand Recognition