

ABSTRACT

This study discusses the design of an advertising campaign for the Pahawang Island tourism destination through a collaboration with the sunscreen brand Unitary in Lampung City. Pahawang Island is a marine tourism destination with significant natural beauty and rich underwater ecosystems, yet its digital promotion remains suboptimal and lacks a strong visual identity. Current communication strategies have not effectively reached the young target audience, especially Gen Z who are highly active on social media.

The aim of this research is to design a collaborative promotional strategy between the destination and a brand that shares sustainability values. The research employs a quantitative approach using field observations, interviews, questionnaires, and literature studies. Data analysis is conducted using SWOT, AISAS, AOI, and comparative matrix methods. The result is a promotional campaign design that emphasizes visual branding, ATL and BTL media strategies, and digital communication aligned with Gen Z behavior.

This campaign is expected to increase Pahawang Island's brand awareness, broaden its market segmentation, and build a modern and eco-conscious image through the synergy between visual communication design and the educational values carried by the Unitary brand.

Keywords: *Pahawang Island, tourism promotion, visual communication design, brand awareness, Gen Z, brand collaboration, digital campaign*