

ABSTRACT

Based on weather data, the city of Bandung has been experiencing increasingly cold and cool nights, with temperatures dropping as low as 17 degrees Celsius. This is not the first time this phenomenon has occurred in the city. According to data from the Central Bureau of Statistics (BPS), the average daytime temperature in Bandung was 32.5 degrees Celsius in 2023 and 30.5 degrees Celsius in 2024. This data reveals a significant difference or a drastic change in temperature, especially during the transition from day to night, which often makes the body vulnerable to various diseases. The purpose of this research is to design a message promoting Bejo Jahe Merah as a product to prevent illness and strengthen the immune system, making the body less susceptible to disease in Bandung. This study uses a qualitative method, collecting data through observation, literature review, questionnaires, and interviews. The data analysis methods used are SWOT, AISAS, Matrix, and AOI.

Keyword : temperature, weather, weather changes, body resistance.