

ABSTRAK

“PERANCANGAN BRAND ACTIVATION DAN MEDIA PROMOSI UNTUK BRAND NULUNG”

Plastik adalah salah satu bahan dasar yang populer digunakan dan berperan penting dalam kehidupan kita dikarenakan plastik mempunyai keunggulan dari segi bahan diantaranya kuat, ringan, fleksibel, tahan karat, tidak mudah pecah, mudah diberi warna dan dibentuk. Penggunaan plastik dan barang berbahan dasar plastik semakin meningkat mengikuti perkembangan zaman. (Surono dan Ismanto, 2016).

Di Indonesia, kebutuhan plastik meningkat dengan rata-rata 200 ton per tahun Sampah plastik yang tidak terurai ini berdampak buruk bagi makhluk hidup. Menurut buku OECD Green Growth Policy Reviews of Indonesia 2019, hasil riset Jenna Jambeck, peneliti dari Universitas Georgia, Amerika Serikat, yang dipublikasikan tahun 2015 menyebutkan bahwa Indonesia menyumbang sampah plastik terbanyak nomor dua di dunia.. Hal ini menyebabkan secara tidak langsung masyarakat mengonsumsi plastik, karena ikan laut secara tidak sengaja mengonsumsi sampah plastik yang mencemari lautan. Dari data di atas dapat ditarik kesimpulan bahwa plastik mempunyai dampak negatif yang sangat besar bagi semua makhluk hidup jika kita tidak merubah perilaku kita yang sering membuang sampah.

Perancangan Brand Activation dan media promosi untuk bisnis Nulung ini dilakukan dengan tujuan tidak hanya menjual produk starter kit akan tetapi berinovasi memberi edukasi untuk mengurangi serta mengolah sampah plastik kembali menjadi barang yang dapat digunakan sehari-hari. Perancangan aktivasi ini bernama Klinik Plastik by Nulung yang terdiri dari 3 tahap ; awareness, brand recognition dan workshop. Metode perancangan yang akan dilakukan adalah metode kualitatif dan kuantitatif berdasarkan hasil jurnal, buku literatur, wawancara dan hasil kegiatan dari brand recognition. Hasil dari uji coba yang sudah dilakukan dapat ditarik kesimpulan, yaitu perancangan aktivasi Klinik Plastik by Nulung ini berhasil dan mempunyai peluang dan dapat dilanjutkan ke tahap workshop terlihat dari profil Instagram Nulung telah dikunjungi oleh 430 akun dan 13 orang yang ikut berpartisipasi dalam tahap brand recognition.

Keyword: Zero Waste, Plastik, Brand Activation, Sustainable Design, Green Marketing.

ABSTRACT

“BRAND ACTIVATION AND MEDIA PROMOTION FOR BRAND NULUNG”

Plastic is one of the basic materials that is popularly used and plays an important role in our lives because plastic has advantages in terms of materials including strong, lightweight, flexible, rust resistant, not easily broken, easily colored and shaped. The use of plastics and plastic-based goods is increasing with the times. (Surono and Ismanto, 2016).

In Indonesia, the need for plastic has increased by an average of 200 tons per year. According to the OECD Green Growth Policy Reviews of Indonesia 2019, the results of research by Jenna Jambeck, a researcher from the University of Georgia, United States, published in 2015 stated that Indonesia contributes the second largest number of plastic waste in the world. This causes people to indirectly consume plastic. Because marine fish accidentally consume plastic waste that pollutes the ocean. From the above data it can be concluded that plastic has a huge negative impact on all living things if we do not change our behavior which often takes out the trash.

The design of Brand Activation and promotional media for Nulung business is carried out with the aim of not only selling starter kit products but also innovating to provide education to reduce and process plastic waste again into items that can be used daily. The design of this activation is called Klinik Plastik by Nulung which consists of 3 stages; awareness, brand recognition and workshops. The design method that will be carried out is a qualitative and quantitative method based on the results of journals, literature books, interviews and the results of brand recognition activities. The results of the trial that have been carried out can be concluded, namely that the design of activation of Klinik Plastik by Nulung was successful and has the opportunity and can be continued to the workshop stage as seen from the Instagram profile Nulung has been visited by 430 accounts and 13 people who participated in the brand recognition stage.

Keyword: Zero Waste, Plastic, Brand Activation, Sustainable Design, Green Marketing.