

ABSTRACT

This research aims to design a booklet as a promotional medium for aloe vera beverage products. Aloe vera drinks have many health benefits, but they are still not widely known by the public due to limited promotional media. Therefore, an attractive and informative promotional tool is needed. This study uses the Research and Development (R&D) method based on Sukmadinata's model, which consists of preliminary study, product development, and product testing. The data were collected through documentation, observation, and interviews. The result of this research is a booklet that contains information about aloe vera, its health benefits, ingredients, and variations of aloe vera drinks. The booklet is designed with simple English, attractive images, and an organized layout so that the information can be easily understood by readers. This booklet is expected to help promote aloe vera beverage products and increase public interest.

Keywords: *aloe vera, aloe vera beverage, booklet design, promotional media, step in designing booklet*