Abstract

Objectives The influx of western cultures is quite high, especially in the city. Most of the young adults adopted the lifestyle; one of them is free sex, which is dangerous for them. Therefore, the use of condom needs to be increased to protect them for unwanted pregnancy and Sexual Transmitted Diseases. Fiesta as the one of leading brands of condom in Indonesia should increase the awareness of the audience of their brands and products.

Method Collecting data in this study was done by spreading questionnaires via online to the people that lives in urban city about their awareness and responds about Fiesta condom as much as 100 respondents. Interview to the Senior Brand Manager of Fiesta also done to collect data about the background of Fiesta condom itself.

Results The chart of the results is shown using a pie chart. The results of the research are that the people in urban city mostly already know about the existence of Fiesta condom. However, they still think that the packaging of Fiesta condom is not really suitable for them and are not represent their personality. Based on the interview, the Senior Brand Manager indicated that the packaging of Fiesta condom is not good enough and does not really represent a party condom.

Conclusion From the variants that Fiesta has now, the target market can be divided into three sections, which are Primary (Teenager), Secondary (Young Adults), and Female target. The design for the audience represents each of the target market. However, all of the designs are still inline with each other.

Keywords
Condom, party, fun, safety, safe sex, sexual transmitted disease