

ABSTRACT

BL SKINCARE PROMOTION DESIGN IN BEKASI

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Product development is the beginning of the progress of a business from sales and the existence of MSMEs can help us in terms of income, experience and so on. In connection with this, in South Bekasi, precisely in Kemang Pratama Rawalumbu, there is an MSME that has entered the beauty sector or what we are more familiar with with skincare called BL SKINCARE, this MSME is experiencing problems related to the promotions they have done, lack of brand awareness is an obstacle in the development of BL SKINCARE, this is due to the lack of digital promotions carried out and visuals made on media such as brochures and posters do not attract the attention of new consumers. By making this final project, it aims to make promotions using existing strategies such as AISAS and several analysis that can help such as SWOT, AOI and also using qualitative methods as a technique used in collecting the data needed in writing this final project. choosing media such as banners, posters and the main media, namely making visuals and booth designs, it is hoped that this will increase BL SKINCARE's brand awareness.

Keywords: BL SKINCARE, Brand Awareness, UMKM