

ABSTRACT

The advertising and exhibition industry has become an increasingly important part of developing brand image and attracting consumer attention. This research highlights the important role of advertising companies and contractors in designing effective and efficient exhibition booths such as those for the Skintific and PT brands. Pentaprima Adv. Because this research aims to create a booth that is efficient, attractive and in accordance with user needs. Selecting the right material is the main focus in designing this booth. In order to investigate aspects related to product design, exhibitions and booth use, especially for the Skintific brand, they will be analyzed using qualitative research methods. SWOT analysis and implementation of the SCAMPER method are also used to generate creative ideas. The literature study in this research is used to review various Booth design approaches for various products and purposes, while the research method uses a combination of qualitative approaches and case studies to investigate aspects related to product design, exhibitions and Booth use with a focus on the Skintific brand. The result of this design is a 6x6 Skintific Booth, with dimensions of 600 x 600 cm located at Trans Hotel, Bandung. In the Bandung X Beauty 2024 event, various items/fixtures were made.

Keywords: Booth, SCAMPER, Skintific, Design.