

ABSTRACT

Acne is one of the most common skin problems in Indonesia, particularly among individuals aged 18–24 years. This condition not only affects skin health but also impacts psychological well-being, such as lowering self-confidence and increasing stress levels. On the other hand, the widespread use of skincare or cosmetics that are not suitable for certain skin types, along with high levels of pollution—especially in the city of Bandung—can worsen acne conditions. The growing public awareness of safe skincare has led to a rising demand for acne-safe products that are non-comedogenic and non-acnegenic. Mad for Makeup emerges as a local brand that offers solutions by promoting the acne-safe concept with competitive quality. However, the low level of public awareness about this brand indicates a weakness in its promotional strategy, particularly due to limited media platform reach. Therefore, this research aims to design an effective promotional and visual media strategy to increase promotion and consumer loyalty, especially among Generation Z and young millennials aged 18–24 years in the city of Bandung. This study uses a qualitative approach with data collection methods including observation, interviews, and questionnaires. The results of this research are expected to serve as a reference in developing more effective and innovative promotional strategies to strengthen Mad for Makeup's position in the local beauty market.

Keywords: acne, Mad for Makeup, skintint, promotional strategy, awareness