

ABSTRACT

The growth of the cosmetic industry in Indonesia shows a positive trend, particularly for lip tint products with a glossy finish, which are highly favored by young women aged 18–25. Tint Up Lip Glass by SILKYGIRL is introduced as a glossy lip tint with a lightweight formula and fresh appearance, tailored to meet the needs of this market. However, the intense competition in the beauty industry demands a more effective promotional strategy to increase product recognition among the target audience. This study aims to design a promotional strategy that enhances the appeal of Tint Up Lip Glass through relevant visual communication and social media content. The methods used include interviews with the marketing team and influencers, as well as questionnaires distributed to young consumers in Jakarta. The findings reveal that audiences prefer light and informative content, and many of them rarely come across promotions for Tint Up Lip Glass. The proposed strategy focuses on strengthening the product message, utilizing attractive visuals, and selecting suitable promotional media. This design is expected to help Tint Up Lip Glass become more recognizable and desirable in Jakarta's beauty market.

Keywords: *promotional strategy, glossy lip tint, visual communication, SILKYGIRL*