

ABSTRAK

Parfum adalah produk umum dalam kehidupan sehari-hari, dan minat terhadap parfum di Indonesia meningkat pesat, mendorong produsen menciptakan varian berdasarkan *gender*. Data Hootsuite 2022 menunjukkan penjualan parfum lokal meningkat 18,4%, memberi peluang bagi brand lokal seperti Glowbe Beauty. Perancangan iklan kreatif desain kemasan dan media promosi bertujuan memberikan informasi tentang proses perancangan hingga produksi desain kemasan dan media promosi, baik di media sosial maupun media cetak untuk produk lokal parfum @glowbe.beauty. Penulis menggunakan metode analisis STP (*Segmentation, Targeting, Positioning*) dan merancang iklan kreatif melalui media sosial (Instagram feeds, story, dan reel motion) serta media cetak (desain kemasan *box*, stiker, brosur, poster, *banner*, katalog parfum, *kemasan sampel parfum*, *paper bag*, *merchandise stiker*, dan *notebook*). Kampanye ini membantu Glowbe menyampaikan keunikan dan kualitas produk mereka, meningkatkan kesadaran merek, dan mendorong konsumen memilih produk lokal berkualitas tinggi dengan harga terjangkau.

Kata kunci : Parfum, Kampanye Iklan Kreatif, Desain Kemasan, Media Promosi

ABSTRACT

Perfume is a common product in daily life, and interest in perfume in Indonesia has increased rapidly, prompting producers to create gender-based variants. Hootsuite 2022 data shows a 18.4% increase in local perfume sales, providing opportunities for local brands like Glowbe Beauty. The design of creative advertising, packaging, and promotional media aims to provide information on the process from design to production for both social media and print media for the local perfume product @glowbe.beauty. The author uses the STP analysis method (Segmentation, Targeting, Positioning) and designs creative advertisements through social media (Instagram feeds, stories, and reel motion) as well as print media (box packaging design, stickers, brochures, posters, banners, perfume catalogs, perfume sample packaging, paper

bags, sticker merchandise, and notebooks). This campaign helps Glowbe convey the uniqueness and quality of their products, increase brand awareness, and encourage consumers to choose high-quality local products at affordable prices.

Keywords: Perfume, Creative Advertising Campaign, Packaging Design, Promotional Media