

ABSTRACT

The increase in perfume sales every year makes the perfume business one of the most promising business opportunities in Indonesia. Various local and imported brands are competing to provide various types of perfume to attract consumers. Julis perfume is a local MSME brand originating from the city of Bogor that provides a unique scented perfume that is different from its competitors, namely the aroma of sweet food. In accordance with Julis' tagline, "Made for Foodies," their products are aimed at food fans, especially cakes. However, Julis has difficulty increasing brand awareness, especially among women aged 16–25. Therefore, the writer as producer created a work in the form of a commercial advertisement entitled "Julis Aroma Cewek Kue!" which is broadcast on the Instagram and YouTube platforms. The author goes through three series, namely pre-production, production, and post-production, in the process of creating the work. Until finally creating a commercial advertisement to help local brand Julis improve brand awareness among the public and knowing the role of a producer in creating a commercial advertisement.

Keywords: Brand, MSMEs, Julis Perfume, Commercial Advertising.