

Abstract

Indonesia is a country that is pre-dominantly with Moeslem (Muslim). At present, the development of the world of beauty is warmly being talked about among women, one of the forms is Wardah cosmetic brand. Wardah cosmetic is one brand that meets Muslim needs, because it includes a halal label in the packaging of its products. Wardah itself has various products ranging from beauty and skin care. One of the products launched is Skincare Wardah Hajj & Umroh. All Wardah products have successfully promoted to the target audience, but Wardah Hajj & Umroh products are still less interested in their sales. This happens because of lack of promotion by producers to the target audience through media which results in low knowledge of this product.. This design was created to promote Wardah Hajj & Umroh Skincare products that want to carry out the Hajj and why the target audience is buying this product. The target audience is expected to remember this product with a Wardah vision that wants to meet the needs of Muslim women and the product provides non-alcoholic benefits and is listed as LPPOM-MUI's halal label on its packaging. The design of this promotion uses several qualitative research methods, such the AISAS analysis method.

Keyword : Promotion, Cosmetic, Skincare, Halal, Haji & Umroh