

## ***ABSTRACT***

*The reason behind the start of this skincare business is the attention to skincare products that are currently circulating generally still use "harsh chemical" ingredients which have an adverse impact on health if used in the long term. Kun Anta body wash is a castile soap made with a process traditional saponization of olive oil, coconut oil, so it is naturally full of nutrients and safe for long-term use. However, it turns out that this product is less well known because of the lack of direct communication to the wider community and the media which results in communication resulting in low awareness of this product. This design is made to promote the product. The method used in this study is a qualitative method by searching for data through observation, interviews, questionnaires, and literature studies. The data obtained were analyzed using relevant theories such as DKV theory, Advertising, Promotion, Media, New Media, Digital Advertising, Cinematography. The results of this study are the design of appropriate promotional strategies and can be the answer to the background of Kun Anta's problems including what promotional media are appropriate and can be used to attract consumer interest in Kun Anta*

***KEYWORD:*** *Skincare, Promotiom, Natural soap*