

ABSTRACT

Nowadays, where information, technology, everything spreads quickly, we are also sometimes required to be able to follow everything properly and quickly. Sometimes such tension turns out to have an impact on ourselves, which is stress. Everyone must have experienced and felt stress, the emotional impact of a situation and some of them experienced stress relief, one of which was changing appearances such as hairstyles. However, along with many hair styling behaviors such as coloring, it has an impact on hair health and people are still lacking in terms of caring for hair after the process of changing hairstyles, of course through chemical processes. Makarizo Vitacaps, on the other hand, is present as a hair vitamin which can be used as an additional treatment in treating hair that has gone through a styling process (chemical process) but in 2022-2023 encounter a decrease in sales in 2022 from 22.3% to 19.3% in 2023. This design aims to design good as well as creative promotions and design visual media for Makarizo Vitacaps Primastic Shine & Color Reflect products. This research is qualitative in nature with data collection methods including interviews, questionnaires, observation, and library research. The analytical method used to design is the STP, AOI and AISAS methods.

Keywords : Styling, hair treatment, advertising, promotion, event