

ABSTRACT

Video is one of the most effective media for delivering messages to audiences in the digital age. Barberfits is one of the companies that has not fully utilized the potential of video advertising. This is due to the public's perception that the technology used by Barberfits is only a gimmick or just a decoration. Expanding the Barberfits range requires the right technique of building a brand image. This research aims to understand the producer's role in the production process as well as the commercial video-making method of "Fit Your Style" to build a Barberfits brand image. This study made Barberfits in Bandung the subject. The focus of the study was the "Fit Your Style" advertisement featuring advanced technologies and features offered by Barberfits. Data is collected through primary data collection methods such as surveys and observations, as well as secondary data from websites and literature review. This research cost Rp3,062,000, covering pre-production, production, and post-production stages in the production of commercial advertisements of Barberfits. Research took place from October 2023 to May 2024. The results showed that Eve Light Honthamer's production management principles were successfully applied, resulting in the commercial video "Fit Your Style" using Rangkuti's theory to build a Barberfits brand image. The advertisement is aimed primarily at men aged 17–28.

Keywords: *producer, production management, commercial advertising, brand image, Barberfits*