

## **ABSTRACT**

*The average temperature has surged drastically across Indonesia, particularly during July and September 2023, which have been marked as the hottest months globally, posing significant challenges. Such environmental conditions can exacerbate symptoms of sensitive skin, as highlighted by studies linking extreme weather events to sensitive skin issues. According to dermatologists, the two most critical categories of skincare are cleansers and moisturizers, emphasizing the importance of maintaining cleanliness and hydration to care for sensitive skin. Dettol Sensitive Antibacterial Liquid Soap addresses the needs of sensitive skin, containing salicylic acid to soothe the skin and glycerin to provide moisture. However, despite its potential benefits, this product remains relatively unknown to the public. An analysis of Dettol's official social media platforms reveals a lack of dedicated promotion for this product, impacting brand awareness among the target audience. The analytical methods used in this study include SWOT, AOI, and AISAS to approach the audience. Therefore, the aim of this study is to design a brand activation strategy for Dettol Sensitive Antibacterial Liquid Soap to increase brand awareness among the target audience in Bandung.*

*Keywords: Bandung, brand awareness, brand activation, Dettol Sensitive, sensitive skin*