

ABSTRACT

The gaming industry in Indonesia has experienced rapid growth in recent years, with the number of gamers continuously increasing across various age groups and backgrounds. This development presents significant opportunities for various industries to tap into a broader market, including the fragrance industry. Mykonos, an innovative local perfume brand, has responded to this opportunity by launching two game-themed product variants: Mykonos Glitch and Mykonos Invade. These products are specifically targeted at the gaming community, particularly in Bandung City, which has a large and active gamer base. However, the promotional efforts carried out so far are considered ineffective in building strong brand awareness within this market segment. This study aims to design a creative promotional strategy based on visual communication design to enhance brand awareness of Mykonos Glitch and Invade among gamers in Bandung. The research methods include social media observation, questionnaire distribution, in-depth interviews with internal parties from Mykonos, and literature studies related to marketing strategies and audience characteristics. The collected data were analyzed using SWOT analysis, AOI (Attention, Observation, Interpretation), and media comparison matrices. The research results in an integrated promotional campaign concept that combines visual and verbal messages relevant to the gaming world. The campaign is designed using various media commonly accessed by gamers, ranging from digital and print media to experiential marketing. This campaign is expected to improve marketing communication effectiveness and strengthen the brand positioning of Mykonos within the gamer market segment.

Keywords: *gamers, Mykonos Glitch and Invade, promotion*