

ABSTRACT

Parfum Basel is a local fragrance brand from Bandung that emerges amid the rising trend of perfume use and increasingly competitive industry. However, limited promotional efforts—especially on social media—have led to low public awareness of the brand. This study aims to design appropriate promotional media aligned with the brand's identity and target market, namely consumers aged 20–30 who are active on social media and interested in local products. The methods used include literature review, interviews, observations, and questionnaires, analyzed using SWOT and comparison matrix approaches. The result is a visual communication strategy and the development of a Graphic Standard Manual (GSM) to ensure consistency in brand identity. This output is expected to increase brand awareness, expand market reach, and serve as a strategic starting point for Parfum Basel to strengthen its competitiveness in the local perfume industry.

Keyword: Basel, Local Perfume, Promotional Media