

ABSTRACT

The rising trend of K-pop concerts in Indonesia has sparked high enthusiasm among young audiences, particularly those aged 21–25 who actively attend such events. However, issues of personal hygiene, such as body odor, remain a concern that can disrupt public comfort. This condition highlights the importance of personal care products that offer effective protection during intense physical activities. This project aims to design an advertisement for Rexona Deo-Lotion with the theme “Stay Active, Scent Attractive” to enhance brand salience in Jakarta. The study uses a qualitative method through observation, interviews, and literature studies. The design process applies the AISAS approach (Attention, Interest, Search, Action, Share), SWOT analysis, and Interaction Observation (OI) to understand the target audience’s behavior. The final output includes a commercial advertisement and a variety of digital, ATL, and BTL promotional media tailored to the characteristics of young K-pop fans. Visuals and messaging are developed using both persuasive and informative approaches to create stronger emotional resonance with the audience. In conclusion, this campaign not only aims to strengthen Rexona’s brand salience in a competitive market but also encourages young people to maintain personal hygiene as part of an active lifestyle.

Keywords: *Advertising, Brand salience, Design Communication Visual, K-pop concert, Personal hygiene, Rexona Deo-Lotion*