

ABSTRACT

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PROMOTION CAMPAIGN DESIGN OF BEARNICE FASHION BRAND ON DIVERSITY OF INDONESIAN WOMEN'S SKIN COLOR.

In general, white skin has now become the ideal benchmark and has shifted the idealism of the skin color of Indonesian women. The social environment and media has a big role to play in presenting the concept of 'white skin' beauty standards which affect the confidence of Indonesian women in the beauty of their own skin color.

Bearnice is a local fashion brand that sells its products online and has experienced a decline in sales since the pandemic. Bearnice is a brand that cares about social issues and has a vision to make consumers feel confident about their appearance. Bearnice wants to carry out a campaign to raise awareness about the beauty of the diversity of Indonesian women's skin colors as well as promotional efforts to increase prestige and product sales.

The design of a promotional campaign uses an approach that emphasizes the advantages of various skin colors for Indonesian women. Online campaigns, such as digital posters and videos distributed through social media, are designed to target Indonesian young women who rely on technology as a medium of communication.

Keywords : *promotion campaign, fashion, skin color, social media*