

ABSTRACT

After the Covid-19 pandemic hit the world, SME business in Indonesia are increasing day by day. This is due to the economic paralysis that is occurring in the world, causing many companies to lay off their employees. West Java is ranked first in Indonesia as the province that has the largest number of SMEs in Indonesia with a total of 1,494,723 registered. One of the SME actors in West Java is Julis Perfume. Julis Perfume is a local SME perfume brand from Bogor which has a unique aroma which other perfume brands rarely have, namely the aroma of sweet food and drinks. Between many SME brands in Indonesia, they need a marketing strategy to maintain their existence in society, one of which is using commercial advertising. Therefore, the author made a work plan in the form of a commercial advertisement for the Julis Perfume brand. This commercial advertisement will contain information about Julis Perfume which is packaged using the "cake girl" theme. The aim of this commercial advertisement is to increase awareness of the Julis Perfume brand in middle society.

Keywords: brands, MSMEs, Julis Perfume, commercial advertising