

ABSTRACT

In 2022, various local perfume brands began to emerge with diverse innovations, creating significant opportunities for small and medium-sized enterprises (SMEs) in Indonesia. The domestic perfume market is highly promising and is projected to continue growing. As the perfume industry grows, more new brands are emerging with diverse product offerings and branding strategies. The objective of this study is to explore how persuasive communication strategies supported by the 5C cinematography concept can build consumer interest and strengthen product image in the Indonesian perfume market. The research employs a case study method with a qualitative approach, including observation, document analysis, and analysis of commercial video production. The video was developed through three main stages: pre-production, production, and post-production. The research findings indicate that the application of persuasive communication theory, particularly the theory of value expectation, plays a crucial role in shaping positive expectations and fostering emotional connection between the audience and the product. Visualizing the scent and sensation of perfume through appropriate cinematography techniques can reinforce the advertising message and build consumer trust in the product's benefits. The findings of this study are expected to serve as a reference for creative industry practitioners and contribute academically to the fields of communication, advertising, and cinematography, particularly in the development of product promotion strategies through audio-visual media.

Keywords: *Persuasive Communication, 5C Cinematography, Commercial Advertising Videos, Audio-Visual Media, Director of Photography*