

## **ABSTRACT**

*The cosmetic brand Rosé All Day experienced a decline in brand image following a social media controversy that led to widespread calls for a boycott, particularly among Generation Z, its primary target audience. Despite its previous positioning as a clean beauty brand with a strong market presence, the incident negatively affected consumer trust and engagement. This study aims to develop a structured promotional strategy to restore the brand image of Rosé All Day in Bandung. A qualitative research approach was employed, involving data collection through literature review, observation, questionnaires with 123 respondents, and in-depth interviews with relevant informants. The data were analyzed using the AISAS model to trace consumer decision-making behavior, the AOI model to identify psychographic segmentation, SWOT analysis to examine internal and external brand conditions, and matrix analysis to synthesize strategic directions. The outcome of this study is a promotional strategy and media selection aligned with the behavioral patterns of Generation Z consumers, with the objective of rebuilding brand image and restoring consumer engagement with Rosé All Day.*

**Keywords:** Rosé All Day, brand image, promotional strategy, Generation Z, AISAS, SWOT, AOI