

## ABSTRAK

Dewasa ini, kosmetik menjadi salah satu kebutuhan bagi kehidupan manusia, banyak produk kosmetik dalam negeri, terutama minyak rambut yang bermunculan di setiap sudut kota. Menurut data dari kemenperin industri kosmetik dalam negeri mengalami peningkatan setiap tahunnya, hal ini didukung dengan melihat perilaku konsumtif pria metroseksual atau disebut dengan *Women oriented men* yang sangat memperdulikan perawatan tubuh sebagai gaya hidup sehari-hari. Melihat peluang tersebut penulis bermaksud merancang *brand identity*, serta media promosi dan strategi komunikasi visual supaya membentuk *brand positioning* yang kuat untuk brand AEGIS pembuatan proposal ini didukung dengan data lapangan (primer) dan pustaka (sekunder) yang melalui tahap observasi, wawancara expert/extreme user, *forum group discussion*, pembagian kuisioner online dan *study* literatur

**Kata kunci** : Identitas Brand, Komunikasi, Sosial media promosi, Kosmetik pria, Perilaku customer

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*Today, cosmetics become one of the necessities for human life, many cosmetics products in the country, especially hair oil that have sprung up in every corner of the city. According to data from the Ministry of Industry, the domestic cosmetics industry has been increasing every year, this is supported by looking at the consumptive behavior of metrosexual men or called Women-oriented men who really care about body care as a daily lifestyle. Seeing this opportunity the author intends to design a brand identity, as well as promotional media and visual communication strategies in order to form a strong brand positioning for the AEGIS brand. This proposal is supported by field data (primary) and literature (secondary) through the observation stage, expert / extreme user interviews , group discussion forums, distribution of online questionnaires and literature studies*

**Keyword** : *brand identity, comunication, social media promotion, male cosmetic, customer behavior*