

ABSTRACT
DESIGNING STRATEGY DESIGN TO IMPROVE BRAND AWARENESS
SUCCULENT BANDUNG

The large number of ornamental plant sellers in the city of Bandung has caused intense business competition. Succulent Bandung is an online store that sells ornamental plants, especially the type of succulents that have business opportunities but do not yet have a strong identity, so not many people know about Succulent Bandung. This results in the slow development of the Succulent Bandung business. Data collection was carried out through the method of interviewing the relevant informants, observing research objects, distributing questionnaires to the respondents concerned, and conducting library research. The collected data is then processed through a design strategy formulation ranging from external analysis to internal company analysis such as PEST analysis, Porter 5 Forces, Competitor Analysis, and SWOT Matrix. The results of the analysis are used as a basis for proper visual media design to solve Succulent Bandung's problems. Through the design of this Design Strategy, it is hoped to be able to increase Succulent Bandung's business and increase brand awareness of Succulent Bandung's target audience which can affect its sales.

Keywords: design strategy, identity, ornamental plants, Bandung Succulent