

ABSTRACT

The study aims to design a brand activation strategy in improving the brand awareness of Hirka shoes that origin of Bandung. This strategy was to maximize Hirka's promotion activities as the only shoes pioneer of Bandung's first chicken feet, even more in Indonesia. Based on the results of an interview with the product's proprietor is how to enhance its awareness to the community of its existence. Evidently based on the results of the many question-targeted questionnaires that have not realized the existence of Hirka shoe product, it supports the designed brand awareness to enhance the brand awareness. Writing this Final Assignment aims to create appropriate media designs, visuals, and creative strategies for Hirka in delivering his message to the target of and audience in Bandung. The method used was qualitative research methods, and the writer carried out data collection and library studies from several sources.

Keywords : shoes, leather shoes, brand awareness, advertising, brand activation