

Abstract

Shoe service services began to appear since 2013, this service provides services in the form of shoe washing, from washing them to repairing damaged parts. Since then, the business unit began to slowly open up to become one of the promising business potentials. Because more and more are opening this service. Each business unit begins to develop its innovation little by little.

One of the business units that produce this service is Sneaklin. Sneaklin is a business unit that has been engaged in shoe laundry and service services since 2013. Sneaklin, in its activities has a pretty good potential in developing its services, the development of innovation and services is now starting to be emphasized so that it can compete with other competitors. In its pioneering business, Sneaklin had a problem in its brand approach to potential customers, Sneaklin still had not found a good and right way to attract consumers' attention.

In the phenomenon that occurs, this study aims to design a branding strategy in increasing consumer attention to the Sneaklin brand. This research is included in qualitative research, by searching for data in the form of interviews, observations, literature review, and questionnaires. Then the data obtained were analyzed using SWOT analysis.

From this analysis, the results obtained, namely, designing an approach to consumers using brand activation in the form of a creative video competition about washing shoes properly and correctly. So that this research is useful for brands in approaching and interacting with people, as well as adding insight and experience for them (people).

Keywords: Shoes, Branding, Sneaklin