

Abstract

Nowadays video games are a hobby that is very popular with many people, especially for the younger generation who already live in the era of digital technology. Video games are usually done for recreation, but nowadays video games are also used as a competition. Games can be enjoyed on many devices, such as mobile phones, game consoles, computers. Some games like racing require special devices to play properly. However, the price of these devices is still quite expensive for the pockets of gamers in Indonesia. Therefore, ERS Racing Studio provides racing simulator rig rental services to play video games/race simulations properly. ERS Racing Studio itself has just been established this year, so it requires designing the right promotional strategy that can introduce and increase the number of ERS Racing Studio customers. The method used in this study is a qualitative method with data collection methods through interviews, observations, and literature studies which are processed using the SWOT, AISAS, and AOI methods. The result of this research is the design of promotional media related to visual media; it is hoped that this branding strategy design can help increase the sales of ERS Racing Studio.

Keywords: Hobby, Branding Strategy, MSME, Video Game