

ABSTRACT

In this era of globalization, fashion trends are in great demand by all groups. Both in clothes, accessories, to bags. Supported by social media trends that are always the mecca of all trends. Especially social media TikTok and Instagram. Some business actors engaged in the fashion sector are also rampant. One of them is Zakwoowstyle. Zakwoowstyle itself is engaged in fashion bags with many uses and accompanied by designs that are in line with the current fashion trend. Zakwoowstyle was founded in 2018 with the initial concept of ethnic bags and then changed to neon-canvas bags in 2019. The purpose of building Zakwoowstyle is the desire of the owner, Farah Fauziyyah who wants to contribute to Indonesian fashion and show that local brands are not inferior to international brands that are excellent in our beloved country Indonesia. However, over time Zakwoowstyle began to be excluded from other local brands and there was a shift in the target audience due to the lack of strong branding. The author plans to create a branding communication to build Zakwoowstyle branding to be known in big cities like Bandung. The author has collected questionnaires and conducted interviews with the target audience and consumers of Zakwoowstyle. Therefore, the author will make a creative strategy based on the AISAS method with the target audience of female office workers, aged 18-28 years who live in big cities such as Bandung. The output that will be produced is a mini exhibition at a mall or café which aims to attract the target audience to buy Zakwoowstyle products and generate loyalty.

Keyword: fashion, local brand, bag, brand awareness.