

## ABSTRACT

In this modern era, there are many trends that come and go along with what is currently viral. From that trend, we can use it to promote goods, products, or brands by using these rising or viral trends.

With the trends that come and go, KrisnaTex, which is a company that focuses on selling bags & apparel, also takes advantage of the existing trends. By issuing products that are in accordance with the wishes of the existing market. KrisnaTex is a company that sells business needs, merchandise, and personal products that can be reached using favorite marketplaces such as Tokopedia or Shopee.

However, because the promotions carried out by KrisnaTex are lacking and unattractive, people are not interested in the products issued by KrisnaTex. KrisnaTex is also more focused on promoting existing B2B products and ignoring the B2C products it has.

The method used in analyzing the data is a qualitative method, namely by using a matrix comparison. AOI, AISAS, and SWOT analysis methods are also used to analyze consumer behavior and media strategies that will be used to design promotional strategies.

-----

Given the existing trends and phenomena, this design was carried out to find a suitable promotional strategy for KrisnaTex to promote existing B2C products. By designing an excellent promotional strategy, the audience can find out and buy existing KrisnaTex products in addition to their B2B products.

**Keywords: Fashion, Custom Solution, KrisnaTex, Promotion.**