

ABSTRACT

Writing this final project aims to change the brand awareness of the community towards Kolega Barbershop in South Tangerang city because product image in South Tangerang is still not significant. As for the background of this author, product sales in Indonesia South Tangerang city only reached 50% of the target market. because of the positioning that the Kolega Barbershop do to their products is still not accurate. The public not well acquainted with the products of Kolega Barbershop itself. According to the field survey People still think that Barbershop is a place for men's haircuts not even many know that Kolega Barbershop provides not only services to cut hair. So the positioning that is done must be precise and more than positioning competitors, so that these Kolega Barbershop can change the public's brand awareness of its products.

Keywords: *Awareness, Barbershop, Brand Awareness, Kolega Barbershop, Positioning, Promotion, Promotion Strategy*