

ABSTRACT

Brand character is an important element of the brand. Character on the brand can provide brand positioning so as to increase brand competitiveness in a competitive era. When a brand knows its character, it will know its identity more and more. Character can guide the brand in determining the next step for the brand. So that the character gets stronger, The brand needs to publish the character by implementing it in the branding strategy. but there are still many brands that do not realize the importance of brand character when applied to branding strategies. One brand that has implemented brand character is Geoff Max. This study uses a qualitative approach with a case study method on Geoff Max's branding strategy through character management. This study refers to the concept and theory of dramatization by Kenneth Burke (1985) and also the associative network memory model by Hopfield (1982). The result of this research is that Geoff Max applies brand character to branding strategy. Brand character is strengthened through dramatism by collaborating and also approaching the community. Branding strategy through character management can contribute to brands to create positioning and increase competitiveness.

Keyword : *Character, Branding, Positioning, Dramatism, collaboration*