

ABSTRACT

Promotion plays a crucial role in business as it can influence consumer behavior and drive product purchases. However, this does not apply to the fashion brand Dama Kara. Despite its social values due to involving individuals with autism in its production, which can be a competitive advantage, Dama Kara faces challenges in selling its even-numbered collections due to the lack of public awareness regarding the importance of involving individuals with autism in the production process, as well as consumer preferences for simpler designs found in odd-numbered collections. This research will focus on two main aspects. Firstly, an *online* promotion strategy will be implemented through the creation of digital content on social media platforms that highlight the creative activities carried out by individuals with autism at Dama Kara, targeting the creation of awareness regarding the importance of creative activities for individuals with autism among the urban population in Indonesia accessing digital content. Secondly, an *offline* promotion strategy will involve conducting training events (workshops) aimed at increasing public awareness of the significance of art training for individuals with autism, with the expectation of enhancing the variety of motifs in Dama Kara's even-numbered collections. This research is a qualitative study aimed at understanding the meanings and experiences of individuals within a social context, utilizing a Design Thinking approach. The benefits of this research are to provide inspiration for Dama Kara to enhance the sales of their even-numbered collections, dispel any notions of exploiting individuals with autism as labor for Dama Kara, and raise public awareness regarding the importance of involving individuals with autism in the production of Dama Kara garments. For society, this research also benefits by providing knowledge and a real perspective on the activities that can be undertaken by individuals with autism in their creative pursuits.

Keywords: *Digital Content, Autism, Dama Kara*