

ABSTRACT

The development of batik in Bandung City was pioneered by Hasan Batik by raising values and icons that represent the City of Bandung. Along with the times, the emergence of Bandung batik competitors who are better known to the public than Hasan Batik who has greater potential to excel as a pioneer of batik in Bandung. The purpose of this study is to design a digital branding strategy in forming a brand image to increase Hasan Batik's brand awareness to the public. The methodology used in this study is design research with design thinking methods and double diamond framework. The validity of the data in this study used the data triangulation method. Primary data collection used MSME observations, structured interviews with MSMEs, and questionnaires using the purposive sampling method of Hasan Batik Bandung's target market. Secondary data collection is carried out by study of print and digital literature. Data analysis in this study was carried out using SWOT analysis. This study describes the results of research in the form of design strategies along with implementation on the media used. This research is expected to produce strategies for tradition-based MSMEs in increasing public awareness through digital branding.

Keyword: *Brand Identity, Brand Awareness, Digital Branding, Brand Image*