

Abstract

Nowadays, in Indonesia there is a trend where going out of the house is an obligation that is carried out every weekend, this trend occurred after in 2020 the whole world was hit by the Covid-19 virus pandemic. because during the pandemic, people are required to self-quarantine at home for 2 years. Therefore, after the lockdown was lifted, people flocked to leave the house looking for a new atmosphere, such as to tourist attractions or coffee shops. where when going out of the house, a bag is one of the items that must be carried. After that, fashion trends began to mushroom throughout Indonesia, one of these trends was "citayem fashion week" where people from all walks of life flocked to one place to "compete" with their outfits. Bags are one part of this fashion which also has the function of carrying their personal items. Riverwave.Id is present as a bag manufacturer that can meet the functional needs of a bag and also the fashion needs of consumers who use these bags. but Riverwave.Id still has a fairly narrow target market, where the city of Bandung is the largest consumer of Riverwave.Id, Riverwave.Id itself was established in the city of Bandung so that sales in only one city are relatively narrow, the promotions carried out are less varied so this is a problem for Riverwave.Id. So in this design a qualitative method was used by collecting data from observation, interviews, questionnaires and literature studies, then processing it with analysis, SWOT, AOI and, AISAS, with the aim of designing a creative strategy to attract attention and awareness about Riverwave.Id products . This design will produce promotions in the form of short videos, Instagram feeds as the main media.

Keywords: Fashion, Bags, Promotional Strategy