

Abstract

Bandung has various Small and Medium Industry sectors or what are usually called IKM. Bandung is also a city that has advantages in the creative industry. Creative industry is one way to develop the economy with creativity. One of the creative industries in Bandung is the shoe creative industry center in Cibaduyut. The Cibaduyut area has a character that arises from the habits of its people. Almost all people sell leather shoes based on Home Industry to improve the quality of the economy in Cibaduyut. One of the IKMs in Cibaduyut is Linda Shoes, this IKM has the potential to make footwear according to consumer requests. The IKM will make footwear according to consumer wishes starting from the design, materials and materials used. The products produced have production techniques using conventional methods, buyers must go directly to the shop. This causes frequent queues and customer rejection because manufacturing and ordering takes time. With the existence of the shoe industry in Cibaduyut, it has an influence on the local community by providing employment opportunities and opportunities to open businesses for the local community. So the researcher will carry out an analysis of the branding strategy of Small and Medium Industries to increase competitiveness and maintain market share by analyzing brand positioning, brand identity, and brand personality. Using qualitative methods, namely data collection, observation, interviews, literature study and competitor analysis. With the object being the creative shoe industry center in Cibaduyut, the subject is Linda Shoes. Brand identity research results for logo design for the small and medium industry Linda Shoes to increase brand awareness for consumers. So you can achieve sales targets. It is hoped that the method in this research can help SME Linda Shoes or other small and medium industry players to improve the quality of the brand.

Keywords: Cibaduyut Small and Medium Industries, Branding Strategy, Logo Design.