

## **ABSTRACT**

*Public relations has an important role and function in managing business activities. One of them is relying on developing clothing products that collaborate with hip-hop activities to strengthen the branding of a product for the public. This research aims to examine the branding strategy of Miracle Mates as a forum for the Bandung hip-hop community on Instagram, which focuses on brand identity with brand associations and brand values, as well as brand communication with media reach, engagement, and brand storytelling. This research uses a descriptive-qualitative method with paradigm constructivism. The data collection techniques used were observation, interviews, and a literature review. The research results show that (1) the Miracle Mates brand identity is based on the type of brand name association, namely activity association. Miracle Mates plays a role in supporting local hip-hop communities and musicians by carrying out activities with these musicians, such as interviewing them, creating events, or collaborating with musicians. In this way, the musician's followers can get to know the Miracle Mates brand indirectly. Furthermore, Miracle Mates brand values include, among other things, Miracle Mates' emotional connection to the hip-hop community expressed in products, articles, and narratives; consistency and visual quality in each collaboration article; and the involvement of the Miracle Mates community, which incorporates hip-hop elements into its designs. help promote culture and create a sense of unity among fans; (2) Miracle Mates brand communication by utilising Instagram social media to reach a wider audience (media reach); collaboration with local hip-hop musicians increases consumer interaction and involvement (engagement); and brand storytelling is a tool in brand strategy that helps create emotional connection with customers, build trust, and foster loyalty.*

**Keywords:** *Brand Communication, Brand Identity, Branding Strategy, Hip-Hop Community, Miracle Mates*