

ABSTRACT

This report discusses the branding and marketing development strategies to enhance the business of PT. Curaweda Palagan Innotech. The research aims to identify the strengths, weaknesses, opportunities, and threats (SWOT) in the company's branding and marketing. The methods used include SWOT analysis, literature review, and customer surveys. The research findings indicate that the implementation of consistent branding strategies and effective use of digital media can increase the company's visibility and competitiveness. Additionally, the development of relevant marketing content. The conclusion of this research is that integrated and data-driven branding and marketing strategies can have a positive impact on the business growth of PT. Curaweda Palagan Innotech.

Keywords: branding strategy, marketing, SWOT analysis, digital media.