

Abstract

Technology, as a set of systems and methods based on science, plays a crucial role in producing tools and products that make daily activities easier. In the Era of Society 5.0, the existence of technology is very important and cannot be separated from daily human activities, with various types of technology such as information, communication, transportation, digital, medical, education, architecture and agriculture.

PD. Kaos Kaos Bandung, which was originally founded as CV. Al-Amin on May 25, 2004, initially targeting Muslim consumers. However, in June 2016, the company changed its name to expand its market share by reaching non-Muslim consumers. However, this company is experiencing a significant decline in sales in terms of distributors or *reseller* and sales *online* through *e-commerce* and social media such as Instagram. This is caused by the COVID-19 pandemic which has been running for almost 2 years. In this context, implementing marketing strategies and careful planning are the main challenges for companies to continue to maintain sales performance that shows a positive line on a regular basis.

This research uses a qualitative method with a descriptive approach which aims to explain the phenomena currently occurring at PD Kaoskaki Bandung during the period February 2024 – July 2024. Primary data in this research was obtained through the results of structured interviews with *owner* PD Socks Bandung and *staff marketing* which is carried out directly face to face and through participant observation. This research also uses several specific theories with the aim of validating the meaning that has been applied by the author which aims to solve problems in marketing strategy and planning at the Bandung Sock Trading Company by applying *Brand Management* through the flow of planning, organizing, implementing and evaluating.

In this research, various variables are compared to provide data on how effectively the company carries out the marketing strategies implemented by PD Kaos Kaki Bandung. Research results show that implementation *planning, organizing, actuating, dan controlling* provide results that provide sufficient insight into planning a marketing strategy. However, companies sometimes like to do sudden marketing if there are no new products being launched. In this way, this research provides insight for PD Kaos Kaki Bandung in planning a more targeted marketing strategy to be able to compete with the market *competitor* in the market.

Keywords: *Brand Management, Marketing Strategy Planning, Content Planner, Evaluation*