

ABSTRACT

Increasing awareness of presenting oneself to drive growth towards more personal and professional barbershop industry services. Moxie Hair Studio, a barbershop that offers hair care services, has opened its third branch in the Sukapura area. The high competition in the Sukapura barbershop industry makes Moxie Hair Studio face challenges in building brand awareness and attracting new customers, especially considering that they are new players in the area. The research method used in this study was carried out by means of observation, interviews, and questionnaires, then using a comparison matrix analysis by designing the media that will be used. This study aims to design effective brand communication for Moxie Hair Studio. This strategy is expected to introduce Moxie to the Sukapura community, to differentiate it from competitors, and to design relevant messages and communication channels. The results of this study are expected to provide recommendations that are capable of providing market share for Moxie Hair Studio Sukapura.

Key Words : Brand Communication, Moxie Hair Studio, Barbershop