

ABSTRACT

DESIGNING BRAND COMMUNICATION MEDIA FOR CLOTHING LINE MY NEIGHBOR IS A SPACE GINGER

By : Mega Nugraha

1601204263

The development of the fashion industry in Indonesia requires clothing line actors in Indonesia to have an identity and uniqueness that can be communicated to consumers. One of the clothing lines from West Jakarta, Peanut Stein, participated in the development of the fashion industry by creating a new clothing line brand called My Neighbor is A Space Ginger, but the lack of media brand communication made it difficult for the brand to communicate and inform its uniqueness. Therefore, this research is the basis for designing a brand communication media for the clothing line My Neighbor is A Space Ginger. The design was carried out by the relevant clothing line observation method, interviewing resource persons, interviewing customers, and analyzing the data using a basic approach to branding theory. This research is based on a project base with online media outputs such as feeds and reels on Instagram social media and print media such as packaging, stickers, and merchandise. This research aims to design a brand communication media that is expected to increase awareness of the clothing line My Neighbor is A Space Ginger in order to diversify the clothing line market in Indonesia.

Keywords: Brand communication, clothing line, My Neighbor is A Space Ginger