

ABSTRACT

This study examines the brand awareness strategy implemented by PUKA, a craft-based sociopreneur that engages persons with disabilities through the narrative 'From Disability to Artability'. Rather than functioning solely as a tagline, the narrative constitutes the foundation of PUKA's brand identity and communication, reflecting principles of inclusivity and empowerment. The study aims to analyze the processes of narrative planning, implementation, and efforts to address barriers in shaping public perception. Employing a qualitative approach with a case study method and interpretive paradigm, data were collected through in-depth interviews, observation, and documentation. The findings indicate that a strategically constructed and consistently managed narrative can foster emotional engagement with audiences and reinforce PUKA's position as a socially driven brand. The strategy functions not only as an informational tool but also as a transformative medium that connects the brand, its audience, and persons with disabilities. Through an authentic and inclusive approach, the narrative demonstrates its potential to build meaningful brand awareness while advancing sustained social values.

Keywords: *brand awareness, inclusive narrative, PUKA, sociopreneur, strategic communication.*