

ABSTRACT

This study aims to analyze Kreasi Jabar's branding strategy through the Teras Indonesia program based on Van Gelder's theory, which includes brand positioning, brand identity, and brand personality. The research employed a descriptive qualitative method with an interpretive paradigm. Data were collected through in-depth interviews with expert, key, and supporting informants, as well as field observations and documentation. The findings reveal that in terms of brand positioning, Kreasi Jabar utilized a premium location at IKEA Kota Baru Parahyangan, incorporated local cultural narratives, and applied strict product curation. For brand identity, Kreasi Jabar built a strong brand image through cultural storytelling, visual consistency, social media optimization, and collaboration with a global brand. Regarding brand personality, Kreasi Jabar projected the creative, authentic, and modern character of West Java's creative economy players. This study concludes that the application of Van Gelder's three branding components effectively enhances brand awareness and strengthens the competitiveness of West Java's creative products in national and international markets.

Keywords: Brand Identity, Brand Personality, Brand Positioning, Branding Strategy, Kreasi Jabar, Teras Indonesia.