

ABSTRACT

PT. Brodo Ganesha Indonesia or better known as Bro.do Footwear, is one of the men's fashion retail industry based in Bandung which produces shoes and accessories from genuine leather material. Bro.do has been established since 2010 and is still growing until now. Bro.do itself has a slogan of "Gentlemen", where Bro.do has target market of men aged 18 to 35 years from the social group medium to high. Bro.do's sales channel is divided into two, offline and online. Of course, if doing online sales need an online marketing. This study aims to design the attribute needs of Bro.do digital marketing program using Integrated Marketing Communication (IMC) Quality and Kano Model by identifying 17 attributes of Bro.do digital marketing program needs, especially on Instagram ads. The study was conducted on 184 respondents, including respondents who have seen Instagram ads Bro.do and also who have never seen at all. There are 109 respondents who can be used as data processing on research that has met all characteristics of respondents that have been predetermined. The results of data processing, obtained eight attributes that become true customer needs. Recommendations are formulated based on the results of data processing and analysis involving company data. The recommendation contains the attribute needs for Bro.do's digital marketing program, especially on Instagram ads that need to be developed and prioritized as true customer needs.

Keywords: Attribute Design, Digital Marketing, Instagram ads, IMC Quality, Kano Model