

ABSTRACT

PROMOTIONAL DESIGN OF FOOTSTEP FOOTWEAR LOCAL BRAND BANDUNG

Indonesia has the strength in the field of fashion as evidenced by the many young people of Indonesia who make the nation proud by bringing their designs to the international arena. However, it turns out according to the survey that 60% of Indonesian people prefer to buy foreign products rather than local products. Footstep Footwear, one of Bandung's local products, is a local brand that has existed since 2012, but many of these brands do not yet know it because of the people who are not aware of local products which are also not less competitive with foreign products. The author wants to make a promotional media design to local brands Footstep Footwear, so that this brand becomes known by the people of Indonesia. The author also uses qualitative methods and uses creative strategies so that these local brands can be understood by the people of Indonesia and are easy to understand. Therefore, the design of the promotion made by this writer can make Indonesian people become aware of local brands, especially Footstep Footwear.

Keyword: Promotional, Fashion, Style, Local Brand, Media.