

## **ABSTRACT**

The growth of Jersey apparel in Indonesia has increased in the economic activities of football. Avanti is one of the efforts of the football and futsal jersey that is still new and not yet recognized by the community and not maximally promoted. In this study the authors gathered data through an observation method on Avanti business, library studies, as Which is then analyzed using several methods of external and internal analysis. After analyzing the authors to design a promotional strategy is to display Avanti as a local jersey apparel with local and quality dryfit material. With this final task is expected to assist in improving Avanti brand awareness

Keywords: Apparel Jersey, Promoting, Avanti