

ABSTRACT

This study aims to find out why millennial Bandung prefer to use local products and find out what the Bandung millennial motives are using local products. Because in recent years, local brand products in Indonesia have returned to the spotlight in the community which has experienced a very rapid increase in demand. In this study, qualitative research methods were used and used a descriptif approach to the motives for using local brands in the millennial generation in Bandung. In this study, researchers used observation techniques and in-depth interviews with three informants. From the results of the research that has been carried out, the researcher sees two motives that underlie the informants in using local brands, namely past motives and future motives. Other factors supporting encouragement are the encouragement of social media and the urge to influence others. This research is expected to be a reference for the people of Bandung, especially fashion industry players and Bandung's Millennial Generation to support each other in this industry and always appreciate the work of the nation's children by buying local products.

Keywords: *motives, millennial generation, fashion industry, local brands, local products*