

## **ABSTRACT**

*The leather industry is one of the industries in Indonesia that has high competitiveness and its able to absorb a lot of labor. Yogyakarta Special Region is one of the most famous leather craft producing areas in Indonesia. In Yogyakarta there is an Small Medium Enterprise (SME) that produces leather suitcase crafts. The leather suitcases produced by this SME has been able to be exported abroad. However, the number of orders of leather suitcases at this SME is not comparable to the production capacity . The monthly production capacity of this SME is one hundred suitcases, while the monthly order is only thirty suitcases per month. The existence of this leather suitcase SME is still not widely known by the public. Among the reasons for this is that this leather suitcase SME does not have a brand that functions as an identity so that it is easily recognized by the public and the promotions that carried out are still not optimal. Therefore, it is necessary to design a brand that can be implemented in promotional media. The data collection method used is literature study, observation, interviews, and also questionnaires which are analyzed using matrix analysis so that message concepts, big ideas, creative concepts, media concepts, and design results, which create a brand that can be implemented on promotional media for this SME. It is hoped it helps this leather suitcase SME can be more easily recognized by the public and can help to increase the sales potential of this SME.*

**Keywords:** *SME, Craft, Leather Suitcase, Brand, Promotional Media.*