

ABSTRACT

Pijakbumi is a shoe brand from Indonesia that sells its products with environmentally friendly materials, this is based on the concern of the founder of Pijakbumi himself about the waste products of fashion production. Pijakbumi wants to be known as genuine Indonesia shoes that are environmentally friendly and care for the environment, but there are still people or target audiences who still don't know the Pijakbumi itself.

That way, to create a brand image for Pijakbumi as an original Indonesia shoe brand using environmentally friendly materials, it is necessary to develop a more focused brand image design strategy to make people aware of presence of Pijakbumi with materials they use. The purpose of creating a brand image for a brand is to reflect the brand's identity, so that people can be embedded in their minds of a brand that is unique, not only from the material but also design style of the product, in this case was Pijakbumi.

In this study, a brand image strategy will be carried out using qualitative methods for data collection, and using a social media such as Instagram, Youtube, feeds, posters, and websites as media output. There is also an output media as the main media, whis is an event held virtually to increase the intereset and attention of the target audience, as well as conveing product knowledge that aims to make consumers remember the brand and its products through this digital event with its advantages, namely that there is no maximum number of audiences, and will be hosted for free via Youtube channel.

Keywords: *Branding, Brand Image, Shoes, Event, Social Media.*