

ABSTRACT

Pineapple Batik from Subang is a manifestation of the seriousness of the people of Subang in developing pineapple batik, the manager wants to make it a fashion identity in the city of Subang. In the pineapple batik as fashion branding activities, the communication process is carried out by the manager to consumers. This study aims to find the fashion branding communication process carried out by the manager as an effort to support the city branding of the city of Subang. This research method uses a descriptive qualitative approach, interview data collection techniques and literature study. This research must be maximized with 3 main theories, namely communication which consists of 5 message elements, message form, message interpretation, rational process & message response, then fashion branding regarding product identity & product quality improvement, and city branding regarding local industries. Based on the results of the communication component, the communication carried out by the manager is carried out to influence the minds of consumers to make Pineapple batik a fashion identity for the city of Subang, this effort gets a cognitive reaction from consumers which makes pineapple batik sales increase from year to year. Based on the fashion branding component, the manager strengthens the brand image by placing the Pineapple motif in each of its products. Based on the City Branding component, Subang is developing local industries including pineapple batik with the aim of creating a unique narrative for the city of Subang as a differentiator from other regions.

Keywords: Batik, City Branding, Communication, Fashion Branding