

ABSTRACT

The methods used in making this research are qualitative methods, analytical methods, data collection methods (observations, interviews, literature studies), SWOT methods (Strength, Weakness, Opportunities, Threats), matrix methods and AISAS methods (Attention, Interest, Search, Actions, Shares). The theory used in this research is visual communication design, promotion, media promotion, creative strategy, media strategy, brand, consumer and advertising. The results of this study indicate that there are still many people who do not know or know Mens Republic nowadays because the promotional media used are less innovative and less effective so that they do not attract the attention of consumers. With the proposed creative solution, TA is to create digital poster media and video challenges in order to invite and interact with consumers so that they get public attention and hope to increase public awareness of the Mens Republic brand or product.

Keywords: local brand, fashion, Mens Republic, men's shoes, promotion strategy.