

ABSTRACT

In this day and age, the competition for MSMEs in existing cities is getting tougher. Technological developments encourage us to be more advanced and develop as happened in Bojonegoro. Bojonegoro is one of the urban centers of Bojonegoro Regency which has a fairly large and busy area, with the economic growth of its citizens always increasing, this attracts many investors to set up businesses. One of the SMEs that is well known by the people there is Royal Sticker Bojonegoro. Royal Sticker Bojonegoro is one of the wholesale and retail centers for various kinds of stickers that are 'trendy' among young people. However, there has been no effort to strengthen its identity and promotion which has caused the Bojonegoro Royal Sticker to be rarely known by young people living outside the Bojonegoro area, so that it can threaten the sustainability of this business partner because in its own territory there have been emerging new competitors who sell and offer products or services. The same service. The method used in this final project is a qualitative research method with data collection such as observation, conducting interviews, distributing questionnaires, and literature studies. The next technique used to check the validity of the data is by using the data triangulation method. Meanwhile, the analytical method used is comparison matrix analysis and SWOT analysis. The design of this final project is expected to produce an identity and promotional media for Royal Sticker Bojonegoro as a business competition solution media and provide a brand identity that differentiates it from competing products, and is expected to develop and be better known or exist in the wider community.

Keywords: *Rebranding, promotion, MSME Royal Sticker Bojonegoro, wrapping sticker*