

## **ABSTRACT**

*Duri is a city located in the province of Riau which is in the east of the island of Sumatra, which is commonly called "Bumi Lancang Kuning" which means a sign of the glory of Riau. People who are predominantly Muslim have a habit of dressing, clothing is one of the important needs for humans. In human life has a close relationship with fashion from ancient times to the present. The function of clothing can not only be used as a cover and body armor, but also has become a human style or way to beautify one's appearance or attract people's attention. Zaafer Indonesia is an MSME engaged in men's Muslim clothing that has been established since 2019 and is the first slimfit men's Muslim clothing product in Indonesia. The author intends to make a design to increase brand awareness through a branding strategy. The method used by the author is a qualitative method consisting of literature study, interviews, observations and questionnaires, while in analyzing the data that has been obtained from the field, namely the SWOT, AOI, AISAS methods. Based on the results of the analysis obtained in the field, many consumers choose this product because of the quality and characteristics of the Middle East of the product, therefore this study aims to design a Zaafer Indonesia Branding Strategy in Duri City.*

*Keyword :Zaafer, Man, Branding, Slimfit.*