

ABSTRACT

Syrup Supply has several advantages, such as the authentic design and the insole which is comfortable to use so that if you use it for a long time you will not feel sore just with the insole, so the product "Relaxing your feet" is made. Although the authentic design and many variants are not easily accepted by the market, there are still many who do not know this brand only through word of mouth and buyer reviewers in E-commerce rather than through promotional media, this is because currently Syrup Supply only focuses on one medium, namely Instagram. Judging from its sales, Syrup Supply tends to stop amid rising interest in local brands. According to the Head of Marketing of Syrup Supply from mid-2020 to 2021, Syrup Supply sells approximately 3000 pairs of shoes per month and not much difference in the following months. The factor of consumer ignorance of the shoes as well as the Covid-19 pandemic also affected the sales of Syrup Supply, although the decline was only slightly.

The research method is carried out by collecting data and analyzing data, where observations of products are carried out at the location of the Syrup Supply store, interviews with store employees, and resource persons. Other data collection by doing documentation and literature study. Furthermore, the data that has been obtained is then analyzed using the AOI, AISAS, and SWOT models.

Based on the results of the research and design carried out, it can be concluded that Syrup Supply needs to carry out a branding strategy, by highlighting a new visual message so that Syrup Supply can look different from its competitors, by highlighting authentic products, *retro casual* old school but packaged in a contemporary style. For this branding design, main media and supporting media are needed to attract the attention of the audience, such as logos, packaging, posters, booths, banners, etc. The promotional media that has been created is expected to attract the attention of consumers in the city of Bandung and outside the city of Bandung to buy Syrup Supply Shoes.

Keywords: Syrup supply, Branding Strategy, event