

ABSTRACT

The fashion industry is currently growing so fast that it is not only clothes, pants, and shoes that are the concern of the fashion world, now it has spread to socks. If we look at the past few years, socks only have several types such as socks for school, Muslim socks, and children's socks. But now socks have become a lifestyle for people, especially among young people who always want to look stylist all the time. MSME Pattent Goods creates socks with various interesting motifs that can attract the attention of consumers who see it. However, there are still many people around Bandung who do not know about the existence of this Pattent Goods product because the promotional media only uses online media. Therefore, Pattent Goods requires a creative promotional strategy to increase sales while introducing its products to the people of Bandung. The purpose of this promotional strategy is to determine the message to be conveyed and to design a visual promotion strategy in order to reach the intended target audience. In this design the method used is qualitative by conducting observations, interviews, distributing questionnaires, and literature studies.

Keywords: socks, blanket, fashion, promotion strategy, pattent goods