

ABSTRACT

Brodo is a men's fashion brand headquartered in Bandung, West Java. Brodo was founded by Yukka Harlanda and Putera Dwi Karunia since 2010. Brodo Indonesia made a new breakthrough for their products, by making shoes with utilizing an eco-branding strategy, they utilizing leftover materials into a new product with good quality and can be used by consumers comfortably. This is a step for Brodo's branding in order to reach a wider market in the future. The purpose of conducting this research is to find out how the branding systematics carried out by Brodo in increasing brand awareness through the Lestari Project by utilizing digital media. This research uses qualitative research methods with a case study approach. In building consumer experiences for eco-branding products, Brodo Indonesia provides education to the public regarding this sustainable project by uploading interesting content for consumers or followers. Efforts made by Brodo Indonesia through online and offline content uploads. In building the consumer experience, Brodo Indonesia invites consumers to contribute in building content so that consumers can feel the relevance of the content and products released.

Key Words: Branding, Eco-branding, Lestari Project, Social Media.