

## **ABSTRACT**

*The Sidomoro outlet is the first coconut coir pot producer in Kebumen which was established at the end of 2017 by Sugiasih. Since the Covid-19 pandemic, there has been a trend of growing plants which has increased the demand for coconut coir pots in Kebumen. Due to this trend, the revenue from online sales at the Sidomoro outlet reached a turnover of 1.1 billion per year. However, this trend triggers new competitors who can threaten sales. In addition, internal problems such as the absence of branding, the lack of use of social media as a media for branding and promotion, and the absence of brand identity make the Sidomoro outlet not differentiated from competitors.*

*Therefore, the purpose of this research is to design the right branding to increase awareness of the identity of Sidomoro outlets and to know the right media for designing the branding of Sidomoro outlets. Researchers used qualitative research methods in the form of literature study, observation, interviews with resource persons and target audiences, as well as data collection on target audiences with questionnaires. Then, the data obtained will be analyzed using the SWOT, 4P, STP, AOI, and AISAS methods. Based on the analysis that has been done, the researcher has an idea to make efforts to make the target audience aware of the existence of the Sidomoro outlet with brand activation through a virtual event as the main media and booths as supporting media. This virtual event is used as branding for Sidomoro outlets to encourage and remind consumers to be aware of the existence of Sidomoro outlets, in other words to increase brand awareness.*

**Keywords:** *branding, brand awareness, brand activation, Sidomoro Outlet*