

ABSTRACT

The rise of local brands for fashion products in Bandung city is due to the emergence of current culture or trends that over time will continue to change. This is what makes them now competing to create innovative clothing that is flexible enough and can be worn at any event, one of which is the Schouten brand. Not all people in Bandung know this brand for sure, it's because of the absolute lack of promotion from Schouten. Some of the promotions carried out look so ordinary that they do not touch the target audience. There are several methods of collecting data using the methods of observation, interviews, and questionnaires. If the data has been collected, it can be analyzed using a comparison matrix. In this study, it was concluded that the promotion design strategy was carried out, namely by holding a strategic partnership that aims to increase consumer interest. The results of the design are aimed at social media by visualizing promotional designs to increase Schouten's growth and sales.

Keywords: *MSME, Promotion Design, Promotion Media, Promotion Strategi, Schouten*