

ABSTRACT

The creative industry is an industry that focuses on the creation and exploitation of intellectual property works such as art, films, games, and one of them is fashion design. In today's society there are many individuals and groups who create their own brand business and then create several products in the form of t-shirts. One of them is a brand that is in Tegal, namely Galgil, Galgil itself is one of the MSME products from several MSMEs engaged in screen printing t-shirts with a regional theme, namely "Tegalan". The problem that the Galgil t-shirt brand is currently facing is the lack of sales during the pandemic and the lack of promotions. Make the lack of awareness of the people of Tegal towards Galgil shirts. This research is a qualitative research using several methods of data collection including Observation, Literature Study, Interview, Questionnaire. The data analysis method that the author uses to get consumer insight is SWOT analysis, AISAS and Consumer Journey. The author's goal is that the author can solve the problems that the Galgil t-shirt brand is currently facing. The media that the author describes later is conventional media and digital media. Conventional media consists of: outdoor media and print. The digital media are: social media

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