

ABSTRACT

Indonesia, fashion around footwear is in great demand. Such as sandals, sneakers, and casual shoes, especially Bandung city. Even during the pandemic, the online publication of local footwear continues to accelerate. Brands in the city of Bandung who are accustomed to direct marketing are turning to online, especially marketplaces. Moofeat is one of the brands that has started first in implementing the online sales service pattern. However, many local brands have also enlivened the market. The high potential of this sector makes local brands to compete fiercely. The method used in this paper is researching deductively with qualitative methods. The author uses qualitative methods because the research used mostly refers to facts and phenomena that occur in society. Especially in the scope objects of brand's awareness, age of 17 to 24 years. This study will explore the phenomenon of the Covid-19 Pandemic which has a major impact on sales and how Moofeat Footwear can survive to develop in terms of social media engagement. After digging deeper, Moofeat only relies on cheaper promotional prices and bonuses to get consumers attention without thinking about the emotional side of users in order to create continuous two-way communication. This can raise concerns about the potential market Moofeat has built so far is starting to shift to brand competitors.

Keywords: *Footwear, Engagement, Branding, Promotion, Research Methods, social media.*