

ABSTRACT

Knitting culture has become one of the traditional cultures and is still widely found and there are also many handicrafts and clothes made from knitwear, so that the demand for clothing models using knitted fabrics with ethnic or cultural themes is increasing. The potential of the knitting business in Indonesia is very promising because of the increasing demand and besides that the knitting business can preserve the knitting culture which is now starting to become extinct. One of the knitted fashion SMEs in Bandung is Gallery Knitting (Galleraj). With their sales fluctuating sales from Galleraj only increase during big events, for example on Hari Raya/New Year. There has not been a form of awareness from potential consumers because they previously only bought this knitted cardigan product from resellers. The design method this time uses qualitative methods with data that has been collected, namely interviews, observations and literature studies. The analytical methods used are SWOT, AISAS, AOI. The purpose of this design is to design a promotional strategy to build brand awareness that is packaged through a visual strategy on the right advertising media. Thus, the results obtained in this design are to make the Knitting Gallery more known by the public and increase sales.

Keyword : Awareness, Promotion, Knitting.