

ABSTRACT

Bandung has many culinary varieties ranging from traditional food to modern food. Therefore, Bandung is one of the places that offers various kinds of food for souvenirs when visiting the city. IHS pandan & chocolate is a traditional wet layer market snack made homemade with aci flour and glutinous rice flour as a souvenir when visiting Bandung. However, there are many places that sell various kinds of souvenir products, making the competition in this business very selective and tight. This makes many places that sell products to innovate in making food to make it one of the typical souvenirs of the city of Bandung. In addition, the wet layer IHS does not yet have a branding to show product identity so that it can be distinguished from competitors, namely the wet layer is made of rice flour and does not have social media for branding or promotional information. Therefore, the purpose of this research is to design the right branding to create positioning and increase awareness, as well as conduct promotions using online and offline brand activation using brand ambassadors, social media challenges and opening booths as supporting media to increase target awareness. audience about the existence of wet layer IHS. The research method used by the author is qualitative in the form of library research, observation, interviews with resource persons and target audiences, as well as collecting target audience data with questionnaires. Then obtained will be analyzed using the AOI, AISAS, and SWOT methods.

Keywords : *Branding, Brand Activation, Brand Awareness, IHS lapis pandan & Coklat*