

ABSTRACT

What is needed and important for every brand is to pay attention to the needs, benefits, and uses of each product it makes and maintain the relationship between consumers and the brand. Likewise, MamiBelle Nursingwear, with its products that prioritize the comfort and privacy of mothers during breastfeeding and during pregnancy, always has various ways to strengthen the relationship between Mami and MamiBelle. Therefore, MamiBelle Nursingwear together with Birth and Bloom opened a free online consultation through the WhatsApp application group called Intimate Class. An online consultation group regarding education about pregnancy, breastfeeding, and also about child education, fitness, health, or other activities. Currently researchers are working with the brand MamiBelle Nursingwear in building a good reciprocal relationship between the market and the brand, namely by making a merchandise product. The merchandise product in question is a product with limited stock that is not being traded and as a prize that will be given in the Intimate Class program and give away events. This research is a problem base research so that researchers collect data by means of literature studies, indirect observation or online interaction, direct interviews with the CEO of MamiBelle Nursingwear, and exploration. Merchandise products made in the form of MamiKids pants and outdoorwear. Researchers designed merchandise products for the MamiBelle Nursingwear brand by processing motifs from children's drawings or graffiti using block printing techniques as a print media for motifs on the fabrics used, which are made from cotton and polyester. The researcher chose the block printing technique because of the characteristics of the motifs printed on the fabric and the visual motifs that are different from other techniques. The results of the merchandise products that have been made are the hope of strengthening brand values and bonding between brands and customers, attracting MamiBelle followers enthusiastically, and attracting the attention of new mothers to always follow MamiBelle Nursingwear.

Keywords: Merchandise, children's drawings, children's graffiti, Intimate Class, block printing