

ABSTRACT

The community of Bandung City has a need to own homes with designs that match their preferences. To fulfill this need, interior service providers are required, one of which is Manis Furniture, established since 2010, a furniture company that has evolved into an interior company catering extensively to customer desires in interior design. This study employs a qualitative method as the data analysis approach, gathered through observations, interviews, questionnaires, and subsequently analyzed using SWOT and comparative matrices. The aim of this research is to provide solutions for Manis Furniture, an interior service company in Bandung City, to establish a new identity in line with the company's growth and enhance brand awareness through suitable promotional media. With the outcomes of this research, it is expected that Manis Furniture can acquire a new identity that aligns with its current development and improve brand awareness through effective promotional channels. Consequently, Manis Furniture would be capable of reaching a broader market and achieving greater profitability in its business endeavors.

Keywords: *home, identity, interior design, Manis Furniture, promotional media.*