

ABSTRACT

Shoes are one of the footwear besides sandals that are able to protect the feet from daily activities. The advantage of wearing shoes is to avoid injuries and reduce the risk of injury when doing light activities or strenuous activities such as sports. Currently there are a number of sports that are on the rise and are in demand by various groups such as soccer, mini soccer, and futsal in just kanca competitions and fun games, therefore many local sports shoe brands have sprung up such as Specs. Specs has a wide selection of quality shoes according to the prices offered with different functions for each shoe. As for shoes with control and accelerator functions like this Lightspeed Reborn. Lightspeed is a best seller in the field of shoes for acceleration with speed because it is supported in terms of material which is quite light as well as distinctive models and colors that can steal attention when used in the field. Even though it has high demand, in terms of promotion, the Specs brand is still inferior to its competitors in terms of media, which makes these specs currently lagging behind when compared to its competitors. Therefore, a creative promotion strategy is needed to catch up with competitors in order to remain competitive. The analytical method used for this research uses SWOT and FAB analysis to approach the audience. The purpose of this research is to form the basis for designing a creative strategy through digital media that can later increase sales and remain competitive in the local sports shoe store.

Keyword : Sports, Specs, Brand, Local, Promotion