

ABSTRACT

At this time, computer equipment supports the productivity of everyday people. Various activities have been carried out as Work From Home since the pandemic. This is directly proportional to changes in people's lifestyles, by seeking entertainment at home. Quoted by CNN Indonesia, the use of computer equipment in 2019 before the pandemic was only around 20% of the total, but in 2020 during the pandemic it rose to 37% and will continue until 2021 with a computer usage rate of up to 43%. Therefore, computer support devices are very important. This is where local brands such as Rexus appear. For Rexus itself, it is a brand of computer accessory equipment originating from Indonesia. Rexus has been established since March 6, 2002. However, nowadays, competition for computer accessories is getting tougher with the emergence of other local brands, making Rexus push the quality of its products by releasing the Daxa Variant. However, in terms of brand communication, some of Rexus' target audience are still confused and don't understand. The Rexus brand image, which has been attached as a computer accessory for casual gamers, is a particular obstacle. If you look at the branding strategy implemented by Rexus, it can be seen that their products are still too diverse, so the initial steps used to introduce and focus on Daxa's development are still stagnant. The research method to be carried out is to use qualitative data analysis methods. With the use of this method, it is hoped that there will be clear market segmentation in terms of demographics, geography, psychographics, and consumer behavior. The solution to be offered is to design a branding strategy for the Rexus brand with the AISAS strategy. Thus, these steps can increase brand awareness and brand knowledge as well as future sales for Rexus Daxa.

Keywords: *Rexus Daxa, Product Branding, Computer Accessories*