

ABSTRACT

There are many local fashion brands from Bandung that are still trying to maintain their brand existence, such as one of the clothing brands founded by Jenny Rainnard since 2010 called 'BigJill'. This brand has experienced two bankruptcies in its business journey, so many customers think the brand has disappeared and many local people do not know BigJill. BigJill's brand identity was also neglected by the owner as it was still focused on sales only. In addition, BigJill's logo was not created through a good visual identity design process and its application was inconsistent. Therefore, BigJill needs to analyse the level of brand awareness to determine its visual rebranding strategy that is expected to increase BigJill's brand awareness, which is the purpose of this research. The research uses qualitative methods with data collection through observation, interviews, questionnaires and literature studies. The focus of this research is in the field of design which uses a design research approach by taking into account aspects of imagery in the form of visual forms, aspects of producers or makers of works and aspects of viewers or users of design works. The results showed that BigJill's awareness level is currently at the brand recognition level. Furthermore, BigJill's rebranding strategy is carried out through its visual rebranding using a combination of rebranding strategy theory and 'Brand Cycle' theory. The brand concept 'Happy, Feminine, Chic' was used to design BigJill's visual identity and everything about BigJill is listed in the brand identity system guidebook which must be applied consistently and disciplined. By doing so, it is expected to be able to increase the level of brand awareness of BigJill in the community.

Keywords: Brand Cycle, Brand Awareness, Identity System Guidebook, Rebranding Strategy, Visual Rebranding