

ABSTRACT

At the student age, it is important to have positive activities outside academics with the aim of discovering and nurturing their interests and talents. However, often students or parents are confused about finding the positive activities they desire. One platform for positive activities for students is the Gita Pakuan Marching Band, which is a marching band unit under the supervision of the West Java Youth and Sports Office. This unit continues to grow to become the best-quality marching band in Indonesia. However, the Gita Pakuan Marching Band faces challenges in conveying information about its activities to students and parents who are looking for positive activities beyond academics. This is influenced by the lack of brand identity and suboptimal brand communication strategies that do not align with the target audience. To overcome these challenges, the author has designed brand identity and brand communication based on research as an appropriate solution. It is hoped that this solution can help the Gita Pakuan Marching Band increase its number of members and become more widely recognized by the general public.

Keywords: Brand Identity, Brand Communication, Marching Band Gita Pakuan