

## **ABSTRACT**

*The era of the industrial revolution 4.0 requires industry players to utilize digital technology as the main asset for business growth. In this digital era, MSMEs must continue to update their sales systems to remain competitive and relevant to the times. Along with technological advancements, the cheese industry sector is experiencing significant growth in Indonesia. Thanks to its vast market potential, the cheese business is an attractive option for MSMEs in Indonesia. Kahuripan Foods is one of the Micro, Small and Medium Enterprises (MSMEs) that sells dairy products, especially cheese variants, and other processed products. However, Kahuripan Foods has several problems, namely related to brand identity that is still weak and not well defined, inconsistent digital branding management, and has not utilized the full potential of digital media in this modern era. This study aims to overcome problems at Kahuripan Foods by analyzing and identifying brand identity, as well as creating effective digital branding strategies to strengthen brand image through digital media. Data analysis in this study was obtained by design research methods and mix-methods through the process of observation, questionnaires, interviews, and literature studies. While the design uses the Design Thinking framework and SWOT Analysis. Research in the form of strategies on digital media in the form of company websites and Instagram social media is expected to increase public awareness, especially for MSME managers that the importance of digital branding in strengthening brand identity in order to attract interest and trust to potential consumers and the general public.*

*Keywords: MSME, Brand Identity, Digital Branding*