

ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in driving local economies. Romano, an MSME specializing in coconut Sagon, faces challenges in brand awareness, making it difficult to attract new customers. This study examines the importance of branding and develops insight into the current business state. Data was gathered through interviews with Romano's owner, observational analyses comparing Romano with its competitors and questionnaire with over 100 respondents to measure consumer preferences. The study employed the Activities, Interests, and Opinions (AIO) Model to map the customer journey, SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to assess Romano's market position, and a Comparison Matrix to evaluate branding. The findings revealed that branding significantly influences customers' decision-making behaviour. Romano's current branding is inadequate and fails to align with the preferences of its target audience. The research highlights the necessity for Romano to design a strong branding, and improve communication strategies to attract more customers and raise brand awareness. This paper provides insights for other MSMEs facing similar challenges, emphasizing the importance of an appealing branding in achieving market success.

Keywords: MSME, Branding, Sagon.