

ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) face significant challenges in strengthening their competitiveness amid the increasingly intense digital competition. One of the main obstacles is the lack of effective visual strategies to present products in an attractive and professional manner. This study aims to analyze the branding strategy through product photography implemented by BHV Creative in assisting MSMEs in building visual identity, enhancing product appeal, and strengthening competitiveness in the digital market.

This research adopts a qualitative approach using a case study method. Data were collected through in-depth interviews, direct observation, and visual documentation of three MSME clients in the culinary sector. Information was obtained from business owners, internal teams, and documentation of the visual production process. Thematic analysis was conducted using triangulation methods to ensure the validity and reliability of the data. The research focuses on visual elements such as product information, visual aesthetics, human presence, product quality, and product uniqueness.

The results show that the visual branding strategy implemented by BHV Creative has a significant impact on the competitiveness of MSMEs. Product photography not only enhances the professional perception of the brand but also builds emotional connections with consumers. A strong and consistent brand identity makes the product more recognizable, trustworthy, and distinguishable from competitors. Additionally, visual innovation and a collaborative approach with clients help expand digital marketing reach.

This study provides practical contributions in the form of visual strategies that can be adopted by other MSMEs to improve their branding and digital marketing. Theoretically, this research emphasizes the importance of integrating visual aesthetics and communication strategy as a foundation for building competitive advantage. It also highlights the need for regular evaluation and visual adaptation to market dynamics to keep branding strategies relevant.

It is recommended that future research expands the study to other MSME sectors and employs a quantitative approach to objectively measure the effectiveness of visual branding. With the right visual strategy, MSMEs can build a strong brand image and increase their success in digital competition.

Keywords: *MSMEs, Branding, Visual Branding, Product Photography, Competitiveness*