

## ABSTRACT

*This study aims to design an appropriate branding strategy for the James Boogie clothing line to increase brand awareness of the clothing line in the city of Bandung. As for the background of this research is the development of the business world, especially MSMEs in Indonesia. Head of the Creative Economy Agency (Bekraf) Triawan Munaf said that "The three main subsectors that sustain the creative economy in Indonesia are culinary, fashion and crafts". James Boogie is a clothing brand that originated from the city of Bandung and is still developing along with the development of the fashion industry. James Boogie sells men's clothing by raising the concept of British Subculture fashion culture or British sidestream culture with a focus on men's clothing. According to data obtained from interviews with several people who are not consumers of James Boogie, it is obtained data that people who are not consumers of James Boogie have difficulty associating or recognizing the James Boogie brand. The purpose of this branding design is a strategy to build messages, media, and visual strategies that can be understood by the target audience in building brand awareness and brand association of the James Boogie brand specifically in the city of Bandung. By using promotion as a tool and using the AISAS model for media design, this branding design will produce media that help embed the James Boogie brand character into the minds of consumers.*

*Keywords: James Boogie, branding, british subculture*