

ABSTRACT

Thanksinsomnia is a clothing brand located in South Tangerang City, one of the long-standing local brands, as well as a pioneer in local clothing brands in Indonesia. They have a unique character, namely pop culture or you can say the concept of a brand that follows the times. Thanksinsomnia focuses on online sales through websites, Instagram, as well as other e-commerce. The majority of their promotional sales rely on social media. However, along with the development of the era, many other local clothing lines have emerged with their own unique concepts. When viewed in terms of quality and concept, it is adequate, but there are not many efforts to convey messages from brand products to the target audience and customers. The branding that is carried out is quite ambiguous and changes according to the times, so that the concept and message are not as well conveyed compared to other clothing lines. Thanksinsomnia has more potential to be able to better convey brand messages to attract more target audiences. In this digital era, the design will be made in the form of media events as well as other supporting media such as social media content as well as print media to be delivered to the intended target audience.

Keywords: Thanksinsomnia, Clothing Line, Branding, branding strategy design, message, pop culture.