

ABSTRACT

Indonesia's position as one of the largest exporters of leather and footwear products in the world. Despite facing the COVID-19 pandemic, Indonesia has managed to maintain and increase the value of its exports in this sector. Additionally, Indonesia has significant potential in tourism and is considered a developing country with abundant natural tourism resources.

In this context, the need for suitable clothing and footwear for outdoor activities becomes increasingly important. Berca Sportindo, a sportswear manufacturer in Indonesia, through its brand League, has produced various types of sportswear, including outdoor light trekking shoes. However, the League XTO product, which falls under this category, faces challenges in terms of Sales and consumer perception.

This research identifies several issues in the promotional strategy of League XTO, including limitations in advertising media and ineffective communication with potential consumers. To reach and persuade the target audience effectively, an integrated advertising communication strategy is needed, which involves effective advertising across various digital and conventional media.

This research will develop a promotional strategy based on data findings from various aspects, including customer journey analysis, SWOT analysis, competitor analysis, analysis of potential target consumers, and observation data from different perspectives, both offline and online. The resulting advertising media plan will consist of an integrated promotional campaign, including event Marketing to enhance interaction with the target consumers and the delivery of product Features, Benefits, and Advantages of League XTO through digital advertising channels, such as the internet and social media platforms, as well as conventional advertising methods, such as outdoor media and in-store advertising.

Keywords: *Advertising Strategy, IMC, Outdoor Shoes, Visual Communication Design.*