ABSTRACT

This research is conducted based of the background on the declining existence of Kain Tradisional Nusantara (Tradiitional Fabrics of Indonesia) in Indonesian Society. The use of Kain Nusantara is often identified as old and conservative clothing, hence the declining of usage in Indonesian society. The Author chose this topic to research how to design the best promotional strategy for Tandamata, an Indonesian brand of fashion boutique which uses embroidered cloth with Indonesian motifs and patterns as their main material for their clothingg in order to increase brand awareness by highlighting the customization service provided by Tandamata. Methods used to collect the required data are interviews, observations, qualitative questionnaires, and literature study. To process the data, the methods SWOT, AISAS, and AOI are used. With the research, it can be consluded that Tandamata have yet to have adequate and relevant promotional platforms to increase a good brand awareness, so that information about the brand is still hidden to the targtet audience. To that, the author designed a promotional strategy that is made based on the data that had been collected by methods above.

Keywords: brand awareness, customize, embroidered cloth, promotion, Tandamata