

ABSTRACT

Portee Goods is a local footwear brand based in Bandung, known for its strong commitment to craftsmanship and its classic, timeless design aesthetic. Over time, however, the brand has faced challenges in maintaining consumer trust due to the use of promotional strategies perceived as overly provocative. This study aims to formulate an effective rebranding strategy to restore the brand's image and rebuild consumer trust, particularly among Generation Z (ages 18–25) in the Bandung area. The research adopts a qualitative approach, utilizing in-depth interviews, field observations, questionnaires, and literature review as methods of data collection. The data were analyzed using the AOI framework (Activity, Opinion, Interest), SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), and the AISAS model (Attention, Interest, Search, Action, Share) as the foundation for designing a visual communication strategy. The study results in a multi-layered campaign strategy comprising brand activation through a Fashion Show x Garage Sale event, the use of integrated out-of-home (OOH) and digital media, as well as the development of promotional materials such as print advertisements and branded merchandise. The visual concept is crafted with a vintage style, combined with interactive elements tailored to the preferences of the target audience. This approach is expected to help Portee Goods regain a positive brand image and strengthen its position in Indonesia's vintage fashion market.

Keywords: *brand trust, visual communication design, Generation Z, Portee Goods, rebranding, promotional strategy.*