

## ABSTRACT

### ***BRAND COMMUNICATION DESIGN of MIHANE JEANS to ENHANCE BRAND IMAGE AND CUSTOMER LOYALTY***

By:

Bayu Ari Prasetyo

1601200332

*The fashion industry in Indonesia has experienced rapid growth, particularly in the denim trend, which has now become an integral part of modern lifestyle. One of the local denim brands, **Mihane Jeans**, faces challenges in building a strong brand image amid increasingly competitive local denim markets. Despite its potential such as highquality products with artisan characteristics and the use of unique technical terms Mihane Jeans has yet to fully optimize its brand communication strategy on social media. This issue has resulted in low audience engagement, unclear brand positioning, and a lack of customer loyalty.*

*This research aims to formulate an effective brand communication strategy to build a positive perception and emotional connection between the brand and its target audience. The study employs several methods, including observation, interviews, and questionnaires, to collect and analyze data in order to design a visual communication strategy that is both authentic and relevant to Mihane Jeans' brand identity. The goal is to expand the brand's reach and optimize communication effectiveness through various media platforms, including social media and print media not only to increase Mihane Jeans' visibility, but also to enhance engagement and customer loyalty within a broader and more potential market.*

**Keywords:** *brand communication, media, brand image, customer loyalty, local denim, Mihane Jeans.*