**ABSTRACT**

***Sandhira Bramantya/67130359/2019/ Strategy To Increase Brand Awareness Of Local Shoes Geoff Max /Advisor : Deavvy M.R.Y. Johassan, S.Sos., M.Si.***

*Indonesia have tons of local brand with an overwhelming quality. Entrepreneurs or brand owners specialy for the SME’s (Small Medium Enterprises) business, acknowledge the importance of brand awareness. A brand without an awareness will be difficult to develop in the future time, that’s because people are not aware with your brand and for sure people won’t buy or even use your brand. The reason is, they don’t even know about you and your existency.*

*Indonesia have a few brand in the fashion industry which are well known, one of it is Geoff Max. Geoff Max is a sneaker brand based in Bandung, West Java. Geoff Max was established in the year of 2012. Geoff Max has quite a good awareness, due to many of the society are aware of the brand, eventhough there are some of the society are not aware of the brand, but atleast some of them recognize and even wear it.*

*The researcher wants to evaluate the strategies that has been executed to increase Geoff Max’s brand awareness. The researcher is eager to do a research based on this brand. The main reason behind it is, Geoff Max has been recognize or known among the society and recently have been doing a collaboration with a well know band from Indonesia SERINGAI. The researcher is keen to discover or to know what are the strategies that are successful and also strategies that less successful while increasing their brand awareness.*

*This research was conducted using a descriptive qualitative research method. Data collection techniques using in-depth interviews and documentation. Data analysis was performed using the constant comparative models which are divided into placing events into categories,expanding the categories so that there are pure data categories that don’t overlap with each other, look for relationships between categories, simplifying and integrating data into coherent theoretical structures. (Kriyantono, 2012:196).*

*While performing this research, the reaseacher is keen to look up the strategy that Geoff Max has done to increase their brand awareness. Geoff Max have done a few strategy, some of their strategies are by giving discounts. Besides that, Geoff Max has done strategies such as collaboration, sponsorship and publicity, this strategy needs to be expanded and develop more further to increase Geoff Max brand awareness, the reason behind it is that, building a brand awareness requires a long process and time.*

***Key Words :*** *Brand, Brand Awareness, strategy*