

## **ABSTRACT**

*Jayacom is a business engaged in the sale and service of computers. Unlike other computer shops in general, this shop is managed by 2 (two) women. This is unusual, especially in a computer shop that is generally staffed by men. Unfortunately, Jayacom does not utilize this situation as their branding strength, even though it is a unique asset that is rarely owned by other computer stores. In addition, the promotional media used by Jayacom is still fairly underdeveloped by other competitors. Thus, the distribution of customers is not as wide as its competitors.*

*The purpose of this research is to design and determine the right promotional media for the creative strategy of rebranding Toko Jayacom in the form of representation of women in technology. This research uses descriptive qualitative research methods with data collection techniques in the form of observation, interviews, questionnaires, documentation and literature studies.*

*This design produces a rebranding creative strategy with the concept of representation of women in technology. The main media that will be used in this design are Instagram and Facebook Ads, while the main supporting media are brochures, business cards, banners, posters, mouse pads, pens, mugs/glasses, spunbond bags, key chains, notes and stamps.*

**Keywords:** *Rebranding, Women, Computer Store.*