

ABSTRACT

Micro, Small and Medium Enterprises (UMKM) The First Jenang Jacket was one of the pioneers for the first time there was Jenang Jacket in Purwokerto. It can be said that the first Jenang Jacket is a legendary Jenang Jacket in Purwokerto because it has been established since 1980. But behind that, the First Jenang Jacket has decreased in sales from previously being able to produce an average of 30-50 kg per day and can increase again when there is a special order but now only 20-40kg per day. Jenang Jacket Pertama also does not yet have an adequate promotion system, which prompted the author to rebrand this business. This design aims to design a rebranding of Jenang Jacket First as a promotional strategy to consumers. The results of this design will later be applied to promotional media in the form of First Jacket Jenang Social Media, Banners, Shop Signs, Packaging, and Discount Vouchers. This design will be prepared using a qualitative method which will later use primary and secondary data obtained by interviewing the owner. The data will then be processed using the SWOT method to determine USP and Positioning. After that, the main work will be made, namely in the form of a tagline as the main strategy in this design and then it will be applied in promotional media in the form of First Jacket Jenang Social Media, Banner, Shop Signs, Packaging, and Discount Vouchers that have been determined. It is hoped that this design can provide a solution in an effort to increase sales so that at least it can achieve production figures as before. And it is also hoped that many potential consumers will be interested in buying this product.

Keywords: rebranding, SMME, promotion.