

ABSTRACT

“THE PLANNING OF BRAND CAMPAIGN AND PROMOTIONAL MEDIA TO BUILD BRAND AWARENESS FOR OBELIA TATO”

Often we see people who have decorations like pictures or writing attached to their bodies. The decoration is called a tattoo. That said, the tattoo originated from the language of Tahiti, namely "Tatau" which means to enter colored substances into the body intentionally by using a hunting tool that has a pointed tip. Tattoo on human skin can be interpreted as a form of modification to the body. But now tattoos have become a lifestyle in the midst of society. In 2018, Obelia Tato was born as an act to resolve the bad stigma so that more people can express themselves through the art of tattoos. Obelia Tattoos is a business in the field of tattoo manufacturing services, using handpoke manufacturing techniques, or commonly called manual techniques without machines. The target market of Obelia Tato itself is early teens to late adulthood, aged 18 to 25 years. Have an educational background of students, and workers. In order to achieve the goal of gaining awareness from the audience, an aspect that can provide a new perspective on tattoos is needed. The Brand Campaign initiated by Obelia Tato is an aspect of conveying a brand by creating a campaign titled #MakeYourOwnMark, where in the campaign Obelia Tato will tell the stories of selected candidates. The stories told are expected to provide new insights to tattoos to the audience. Because, tattoos are not only about large and full sizes. The use of the design style of this campaign is Minimalist. In addition, the importance of understanding customer behavior to adjust how to develop strategies to sensitize and influence the audience's decision to use tattoo manufacturing services. The subjects in this study were using quantitative and qualitative methods, that came from direct survey and interview. The results of the study show that the brand campaign can attract the enthusiasm of expressive young people according to the target market so as to create a positive brand image of Obelia Tato. Support from the use of promotional media that is tailored to the needs of the audience through the media directly or social media influences the audience's decision to be interested in using the services of Obelia Tato.

Keyword : *Tattoo, Brand, Brand Campaign, Brand Awareness, and Customer Behavior*