

## ABSTRACT

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**Promotional Strategy of *ORIGIN MERCH* Distro in Creating Awareness through Band Endorsement in 2015**

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ORIGIN MERCH is a company specializing in the business of independent apparel design, production and marketing. Established in 2010 in Yogyakarta, ORIGIN MERCH market for the young generation. The company observes that young generation in Yogyakarta underground music scene is a potentially strong market base, which later can be a foundation to gain wider market. The question then, what is the right method to increase product sales? In addition to the fact that ORIGIN MERCH has many competitors in the same field, an appropriate strategy formulation is needed to increase marketability. Facing this challenge, ORIGIN MERCH took a breakthrough considered as an effective strategy, which is band endorsement. This strategy is taken in order to create and increase public awareness of ORIGIN MERCH.

This research analyzes the band endorsement promotion strategy carried out by ORIGIN MERCH in creating awareness. This is a descriptive research with qualitative data, the researcher does not seek or test any hypothesis. The researcher aims to evaluate ORIGIN MERCH promotion strategy in creating awareness through band endorsement. Sources for this research is from the owner, staffs and visitors of ORIGIN MERCH distro shop. This research collects data through interviews, archives and literature review.

The result of this research shows that band endorsement as part of ORIGIN MERCH promotion strategy is carried out in 3 phases: planning, implementation and evaluation. It begins by planning what band will be the endorser, endorser work contract implementation, to the evaluation of the effectivity of band endorsement strategy.

Until now this promotion strategy is considered to be successful. This is indicated by the increasing number of shop visitors and costumers each month. Nevertheless, ORIGIN MERCH still needs to improve and develop the band endorsement strategy it applies.

**Key words: Promotion Strategy, Band Endorsement, Awareness, ORIGIN MERCH**