[](http://crossmark.crossref.org/dialog/?doi=10.33153/dewaruci.v17i2.4147&domain=pdf)Brand Activaton Strategy Designing Using Brand Activation Process, Steps of Effective Communications Development, and Design Thinking for Kemsgraphics

Ammar Muqsith Albaari Kemal a,1,\*, Adita Ayu Kusumasari a,2

a Sekolah Tinggi Informatika & Komputer Indonesia Malang, Jl. Raya Tidar No. 100, Malang 65146, Indonesia

1 [202111023@mhs.stiki.ac.id](mailto:202111023@mhs.stiki.ac.id) \* ; 2 [adita.kusumasari@stiki.ac.id](mailto:adita.kusumasari@stiki.ac.id)

\* Corresponding Author

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| ABSTRACT |  |  |
| Kemsgraphics, a visual communication design studio, markets its services primarily through Fiverr. However, the platform's "rolling" system has led to reduced service visibility, affecting orders and revenue. To address this, expanding market reach through enhanced brand awareness on other platforms is essential. This research designs a brand activation strategy aimed at increasing Kemsgraphics' brand awareness on social media and portfolio platforms. The methodology integrates the Brand Activation Process, Steps of Effective Communication Development, and Design Thinking, with data collected through document studies, observations, interviews, and literature reviews, analyzed using mixed methods. Findings indicate that the proposed strategy effectively enhances metrics related to brand awareness, such as reach, engagement, and profile visits on selected platforms, with a significant increase on TikTok. Additionally, the analysis provides insights into specific adjustments needed to optimize the strategy across all platforms in the future. While primarily aimed at improving Kemsgraphics' brand awareness, this research also contributes to the interdisciplinary fields of visual communication design and marketing, offering valuable insights for the creative industry facing similar challenges.  [https://licensebuttons.net/l/by-sa/3.0/88x31.png](http://creativecommons.org/licenses/by-sa/4.0/)This is an open-access article under the [CC–BY-SA](http://creativecommons.org/licenses/by-sa/4.0/) license |  | Article History  Received 2020-03-31  Revised 2020-09-23  Accepted 2021-03-01  Keywords  Brand Activation Strategy,  Brand Awareness,  Social Media,  Portfolio Platforms,  Kemsgraphics |