

## **ABSTRACT**

*Brand image of Sentra Sepatu Cibaduyut in consumers mind has started to removed because similar products is cheaper, have a famous brand, more kind on the design or colors, and many people are more interested to imported products which is more expensive compared to local products. Consumers feels it's difficult to find Cibaduyut's products because access trouble and not existence about the hallmark of Cibaduyut's shoes products. The access in Cibaduyut is difficult because for now many people are familiar with Cibaduyut as one of the stalled areas, prone of floods, barren, dusty, and many trucks or bus pass by in Cibaduyut.*

*The marketing by craftsmen is ineffective because they suspended on makloon, some of them make shoes with their own brand but don't sold at Bandung, and don't use social media for the markets their products is more easily and broad. The research used descriptive qualitative method by taking data through interview, observation, and literature study. Interview conducted to 25 consumers, 10 craftsmen at Sentra Sepatu Cibaduyut, 1 person in Techical Development Unit (UPT) Sentra Sepatu Cibaduyut, and 1 person in the Department of Trade and Industry (DISPERINDAG) Bandung.*

*To improve image of Sentra Sepatu Cibaduyut is to do a repositioning strategy for the mindset of consumers about Cibaduyut's shoes products will be back again. This repositioning strategy in addition can restore the brand image of Sentra Sepatu Cibaduyut in mind of consumers and create the effectiveness of marketing by changing all forms of marketing. The most effective marketing are with social media, make a characterizing of Cibaduyut's shoes products, collaboration with government agencies, set up an outlets of Cibaduyut's shoes products, and participating in exhibitions by the government. Cibaduyut access must be repaired to make every tourists comfortable for shopping and the public facilities that can be used to tourist in Cibaduyut.*

**Key words : Sentra Sepatu Cibaduyut, Repositioning, Marketing Effectiveness**