

## **ABSTRAK**

Penelitian ini meneliti identitas merek dalam membentuk citra merek akun Instagram @Jogjakartanssecond. Menggunakan metode penelitian kualitatif dengan pendekatan dekriptif kualitatif. Data penelitian ini diperoleh melalui wawancara dengan owner dan beberapa pengikut akun tersebut serta observasi dan dokumentasi, penelitian ini meneliti bagaimana elemen-elemen identitas merek, seperti nama merek, logo, slogan, dan kisah merek dalam membentuk persepsi pengikut terhadap citra merek tersebut. Hasil penelitian menunjukkan bahwa nama merek yang unik menciptakan kesan terkait dengan Jogja dan barang bekas yang berkualitas. Logo yang sederhana dan modern memperkuat citra merek pada produk, sementara slogan "Second to None in Jogja" menonjolkan kualitas produk dan menegaskan posisi merek sebagai yang terbaik di kota Jogja. Kisah merek yang menunjukkan keterlibatan dalam komunitas thrifting menciptakan kedekatan antara merek dan pengikut. Penelitian ini menyoroti pentingnya identitas merek dalam membangun citra merek di platform media social Instagram.

**Kata Kunci :** *Identitas merek, Citra merek, Jogjakartans Second Stuff*

## **ABSTRAC**

This study examines brand identity in shaping the brand image of @Jogjakartanssecond Instagram account. Using qualitative research methods with a qualitative descriptive approach. This research data was obtained through interviews with the owner and some followers of the account as well as conservation and documentation, this study examines how elements of brand identity, such as brand names, logos, slogans, and brand stories in shaping followers' perceptions of the brand image. The results showed that a unique brand name creates an impression associated with Jogja and quality second-hand goods. The simple and modern logo reinforces the brand image on the products, while the slogan "Second to None in Jogja" highlights the quality of the products and confirms the brand's position as the best in the city of Jogja. Brand stories that show engagement in the thrifting community create closeness between brands and followers. This research highlights the importance of brand identity in building a brand image on the social media platform Instagram.

**Keywords** : Brand identity, Brand image, Jogjakartans Second Stuff

