

Strategi Komunikasi Pemasaran Brand Fashion Crows Denim Dalam Mempertahankan Eksistensi

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ABSTRAK

Industri fesyen lokal di Indonesia menghadapi persaingan yang semakin ketat, sehingga merek tidak hanya dituntut menghadirkan produk berkualitas, tetapi juga mampu mempertahankan eksistensi melalui strategi komunikasi pemasaran yang tepat. Oleh karena itu, penelitian ini bertujuan untuk menganalisis strategi komunikasi pemasaran yang diterapkan oleh Crows Denim dalam mempertahankan eksistensi merek. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi dan dokumentasi terhadap pihak internal Crows Denim. Hasil penelitian menunjukkan bahwa Crows Denim menerapkan strategi komunikasi pemasaran terpadu dengan memanfaatkan elemen *marketing communication mix* yang meliputi *advertising, sales promotion, public relations and publicity, event and experience, direct and interactive marketing, elektronik word of mouth, and personal selling*. Implementasi bauran komunikasi pemasaran tersebut dilakukan secara adaptif dengan menitikberatkan pada pemanfaatan media digital dan media sosial sebagai sarana utama dalam membangun *brand awareness*, memperkuat citra merek, serta menjaga hubungan dengan konsumen. Konsistensi pesan visual produk yang autentik, serta interaksi dua arah dengan audiens menjadi faktor pendukung dalam mempertahankan eksistensi Crows Denim. Penelitian ini diharapkan dapat menjadi referensi bagi *brand fashion* lokal dalam merancang strategi komunikasi pemasaran yang efektif dan berkelanjutan.

Kata Kunci : Strategi Komunikasi Pemasaran, *Marketing Communication Mix*, Eksistensi Merek.

Marketing Communication Strategy of the Fashion Brand Crows Denim in Maintaining Brand Existence

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ABSTRACT

The local fashion industry in Indonesia faces increasingly intense competition, requiring brands not only to offer high-quality products but also to maintain their existence through effective marketing communication strategies. Therefore, this study aims to analyze the marketing communication strategies implemented by Crows Denim in maintaining brand existence. This research employs a qualitative approach using a case study method. Data were collected through in-depth interviews, observation, and documentation involving internal parties of Crows Denim. The results indicate that Crows Denim implements an integrated marketing communication strategy by utilizing elements of the marketing communication mix, including advertising, sales promotion, public relations and publicity, event and experience, direct and interactive marketing, electronic word of mouth, and personal selling. The implementation of this communication mix carried out adaptively, with a strong emphasis on the use of digital media and social media as the primary channels for building brand awareness, strengthening brand image, and maintaining relationships with consumers. Consistent and authentic visual product messages, as well as two-way interaction with audiences, are supporting factors in sustaining the existence of Crows Denim. This study is expected to serve as a reference for local fashion brands in designing effective and sustainable marketing communication strategies.

Key word : *Marketing Communication Strategy, Marketing Communication Mix, Brand Existence.*