

ABSTRAK

Havanya Wears merupakan merek pakaian wanita lokal yang tumbuh dari basis pengikut media sosial pemiliknya, dengan jejak digital yang cukup luas di Instagram, TikTok, dan Shopee. Namun, besarnya jumlah pengikut dan interaksi tersebut belum tentu mencerminkan kesadaran merek maupun reputasi yang kuat di benak konsumen, mengingat penelitian terdahulu masih didominasi pendekatan kuantitatif dan belum banyak mengungkap proses serta makna di balik praktik digital branding pada merek fashion lokal.

Penelitian menggunakan pendekatan kualitatif melalui desain studi kasus. Data dikumpulkan melalui observasi akun digital resmi, wawancara mendalam dengan enam informan (pemilik, pengelola konten, tim pemasaran, konsumen lama, konsumen baru, dan influencer), serta dokumentasi digital, dan dianalisis menggunakan model interaktif reduksi, penyajian, serta penarikan simpulan dan verifikasi, dengan keabsahan data melalui triangulasi sumber, metode, dan teori.

Hasil penelitian menunjukkan strategi digital branding Havanya Wears dijalankan melalui content marketing yang intensif, diferensiasi peran platform (Instagram sebagai identitas visual, TikTok sebagai motor pertumbuhan organik, Shopee sebagai kanal konversi dan reputasi), strategi keterlibatan audiens yang responsif, serta kolaborasi influencer berskala kecil namun autentik.

Keempat elemen tersebut berkontribusi terhadap penguatan brand recognition, meski posisi top of mind belum merata di seluruh segmen konsumen, serta terhadap tingginya kepercayaan dan persepsi kualitas konsumen. Faktor pendukung utama meliputi personal branding pemilik dan luasnya pasar fashion muslimah, sementara faktor penghambat meliputi keterbatasan sumber daya untuk kolaborasi berskala besar dan ketatnya persaingan antarmerek lokal.

Penelitian ini menyimpulkan bahwa strategi digital branding yang konsisten dan terdiferensiasi antarplatform berperan penting dalam membangun kesadaran dan reputasi merek pada bisnis fashion lokal digital, serta merekomendasikan penguatan storytelling merek, protokol pengelolaan reputasi, dan pengembangan asosiasi merek untuk memperluas brand recall pada konsumen baru.

Kata kunci: digital branding, brand awareness, reputasi merek, media sosial, studi kasus

ABSTRACT

Havanya Wears is a local women's clothing brand that grew out of its owner's social media following, with a fairly extensive digital presence on Instagram, TikTok, and Shopee. However, the sheer number of followers and interactions does not necessarily reflect strong brand awareness or reputation in the minds of consumers, given that previous research has been dominated by quantitative approaches and has not yet shed much light on the processes and meanings behind digital branding practices among local fashion brands.

This study employs a qualitative approach using a case study design. Data were collected through observation of official digital accounts, in-depth interviews with six informants (the owner, content manager, marketing team, long-time customers, new customers, and an influencer), as well as digital documentation, and analyzed using an interactive model of reduction, presentation, and drawing of conclusions and verification, with data validity ensured through triangulation of sources, methods, and theories.

The research results show that Havanya Wears' digital branding strategy is implemented through intensive content marketing, platform role differentiation (Instagram as a visual identity, TikTok as a driver of organic growth, and Shopee as a conversion and reputation channel), responsive audience engagement strategies, and small-scale yet authentic influencer collaborations.

These four elements contribute to strengthening brand recognition—though top-of-mind awareness is not yet consistent across all consumer segments—as well as to high levels of consumer trust and perceived quality. Key supporting factors include the owner's personal branding and the vast market for Muslim women's fashion, while limiting factors include resource constraints for large-scale collaborations and intense competition among local brands.

This study concludes that a consistent and differentiated digital branding strategy across platforms plays a crucial role in building brand awareness and reputation for local digital fashion businesses, and recommends strengthening brand storytelling, reputation management protocols, and the development of brand associations to expand brand recall among new consumers.

Keywords: digital branding, brand awareness, brand reputation, social media, case study

ABSTRAK

Havanya Wears mangrupikeun merek pakéan wanoja lokal anu tumuwuh tina dasar pengikut média sosial anu ngagaduhanana, kalayan jejak digital anu cukup lega di Instagram, TikTok, sareng Shopee. Sanajan kitu, seueurna jumlah pengikut sareng interaksi éta teu tangtos ngagambarkeun kasadaran merek atanapi reputasi anu kiat dina pikiran konsumén, sabab panalungtikan-panalungtikan saméméhna masih dominan ngagunakeun pamarekan kuantitatif sareng acan seueur ngungkabkeun prosés sareng harti di tukangeun praktik digital branding kana merek fashion lokal.

Panalungtikan ieu ngagunakeun pamarekan kualitatif kalayan desain studi kasus. Data dikumpulkeun ngalangkungan observasi kana akun digital resmi, wawancara jero sareng genep informan (nya éta pamilik, pangokolakeun konten, tim pamasaran, konsumén lami, konsumén anyar, sareng influencer), sareng dokuméntasi digital, ku cara dianalisis nganggo modél interaktif anu ngawengku réduksi data, panyajian data, sareng cindekan katut verifikasi, kalayan kaabsahan data dikuatkeun ngalangkungan triangulasi sumber, métode, sareng téori.

Hasil panalungtikan nunjukkeun yén strategi digital branding Havanya Wears dilaksanakeun ngalangkungan content marketing anu intensif, diferénsiasi peran platform (Instagram salaku idéntitas visual, TikTok salaku motor pertumbuhan organik, Shopee salaku kanal konversi sareng reputasi), strategi ngalibetkeun audiéns anu responsif, sarta kolaborasi sareng influencer anu skalana leutik nanging tetep otentik.

Opat unsur éta kabuktian nyumbang kana penguatan brand recognition, sanajan posisi top of mind acan kahontal sacara rata dina sadaya segmén konsumén, sarta nyumbang kana luhurna kapercantenan sareng persepsi kualitas konsumén. Faktor pangrojong utami diantawisna nyaéta personal branding pamilik sareng lega na pasar fashion muslimah, samentawis faktor panghalang diantawisna nyaéta kawatesan sumber daya kanggo kolaborasi skala ageung sareng kiatna persaingan sasama merek lokal.

Panalungtikan ieu nyimpulkeun yén strategi digital branding anu konsistén sareng diferénsiasi antar-platform gaduh peran anu penting dina ngawangun kasadaran sareng reputasi merek dina usaha fashion lokal digital, sarta nyarankeun penguatan storytelling merek, protokol pangokolakeun reputasi, sareng pangembangan asosiasi merek pikeun ngalegaan brand recall ka konsumén anyar.

Kecap Konci: digital branding, brand awareness, reputasi merek, média sosial, studi kasus