

## Analisis pengaruh komunikasi pemasaran terpadu terhadap ekuitas merek dalam strategi co-branding fast-fashion brand Hennes and Mauritz

(H&M) dengan desainer high-end brand = Analysis of integrated marketing communication effect to brand equity in the case of fast-fashion brand Hennes and Mauritz

(H&M) and high-end brand designer co-branding strategy

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### Abstrak

Jurnal ini membahas mengenai saluran komunikasi pemasaran terpadu dalam strategi co-branding yang dilakukan oleh merek ritel fast-fashion asal Swedia Hennes and Mauritz (H&M) dengan beberapa desainer merek high-end, yaitu Versace, Maison Martin Margiela, dan Alexander Wang. Dari saluran komunikasi pemasaran terpadu tersebut dilihat pengaruhnya terhadap ekuitas merek dari kedua pihak jika dihubungkan dengan dimensi-dimensi yang membangun ekuitas tersebut, salah satunya brand awareness dan brand associations. Co-branding yang dilakukan kedua merek menampilkan hasil yang positif karena adanya peningkatan brand awareness dan juga asosiasi citra baru yang muncul, sehingga berdampak baik bagi ekuitas brand kedua pihak. Kerjasama ini juga memiliki beberapa keuntungan yang mutual bagi kedua pihak, seperti pengukuhan positioning, promosi iklan secara global, serta impresi di media digital dan tradisional.

*This journal analyzes the integrated marketing communication (IMC) tools used by the co-branding strategy between Swedish fast-fashion retail brand Hennes and Mauritz and several high-end designer, such as Versace, Maison Martin Margiela, and Alexander Wang. From the IMC tools, we can see the effects it caused to both side's brand equity if linked to the dimensions which build brand equity, in particular brand awareness and brand associations. From the analysis, it can be seen that the co-branding strategy seems to have created a positive results to their brand equity seeing there is some increase in brand awareness and new associations of image. This strategy gives off several mutual interests for both fast-fashion and high-end part such as positioning accentuation, global advertising promotion, including digital and traditional media impression.*