

Peran digital influencer industri fesyen dalam membangun customer engagement = The Role of digital influencer of fashion industries in building customer engagement

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Abstrak

Seiring dengan semakin pesatnya perkembangan teknologi, persaingan antar perusahaan di berbagai industri menjadi semakin ketat, khususnya di industri fesyen. Dengan pertumbuhan teknologi yang pesat, industri fesyen dituntut untuk mengikuti pertumbuhannya, termasuk dalam menggunakan digital influencer sebagai salah satu strategi marketing public relations (MPR). Seorang digital influencer dapat membantu sebuah merek fesyen dalam memperoleh berbagai manfaat untuk menunjang kesuksesan merek, termasuk dalam memperoleh customer engagement. Penggunaan digital influencer sebagai strategi MPR telah digunakan oleh berbagai merek fesyen, mulai dari high-end fashion hingga fast fashion. Dalam makalah non-seminar ini, akan dibahas mengenai peran digital influencer industri fesyen dalam membangun customer engagement pada merek fesyen, khususnya pada merek fesyen Louis Vuitton dan Marhen J.

Along with the development of technology, competition between companies in various industries has become increasingly stringent, especially in the fashion industry. With the rapid development of technology, the fashion industry is required to follow its development, including in using digital influencers as one of the marketing strategies of public relations (MPR). A digital influencer can help a fashion brand in obtaining various benefits to support brand success, including in getting customer engagement. The use of digital influencers as MPR strategies has been used by various fashion brands, ranging from high-end fashion to fast fashion. In this non-seminar paper, we will discuss the role of digital influencers in the fashion industry in building customer engagement on fashion brand, especially on Louis Vuitton and Marhen J. fashion brands.