

Perencanaan Program Humas Pemasaran Launching Produk Sustainably Slay melalui Sosial Media untuk Membangun Brand Awareness sweetobsession.id = Marketing Public Relations Program Design for Launching Sustainably Slay Products Through Social Media to Build Brand Awareness sweetobsession.id

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920516133&lokasi=lokal>

Abstrak

SweetObsession.id merupakan Usaha Mikro Kecil Menengah (UMKM) yang berbasis daring dan baru saja launching pada 20 Agustus 2022. Produk yang dijual antara lain pakaian perempuan menggunakan kain bekas, pakaian vintage (thrift), dan pakaian preloved. Sebagai usaha yang berbasis sustainability, Sweet Obsession memiliki tujuan mendorong para remaja perempuan untuk tetap tampil modis sambil menerapkan praktik sustainability fashion.

1. Produk terbatas yang memiliki konsep niche sehingga cocok untuk konsumen yang mempertimbangkan aspek eksklusifitas pakaian.
2. Pertumbuhan followers Instagram Sweet Obsession lumayan cepat walaupun baru launching.
3. Pemilik memiliki pemahaman akan fesyen dan koneksi yang dapat membantu usaha ini.
4. Memiliki shared value sebagai praktik fesyen berkelanjutan. Melalui pembelian produk Sweet Obsession, dapat membantu mengurangi dampak negatif lingkungan dari industri fesyen.
5. Memiliki testimoni positif dari pelanggan.

Weakness

1. Brand Sweet Obsession belum lama launching sehingga aktivasi di media sosial belum maksimal.
2. Brand awareness Sweet Obsession masih rendah.
3. Belum mengeksplorasi kanal media selain Instagram
4. Anggaran untuk kegiatan promosi sangat terbatas karena baru launching.

Opportunity

1. Pemanfaatan bentuk baru media sosial kini dapat mendukung strategi komunikasi di sosial media.
2. Analisis PEST menunjukkan bahwa pemerintah secara intens memberdayakan praktik keberlanjutan, termasuk mode keberlanjutan.
3. Penjual thrift di Instagram memiliki solidaritas untuk saling mendukung dengan membantu promosi satu sama lain.

Threat

1. Perlu membangun brand awareness.
 2. Banyak kompetitor baru muncul yang mulai menjual baju Thrift maupun Preloved.
 3. Kompetitor dari Sweet Obsession lebih gencar dalam melakukan kegiatan komunikasi di media sosial.
-SweetObsession.id is a newly created online Micro, Small, and Medium Enterprise (UMKM) that was

launched on August 20, 2022. It offers feminine women's apparel made from recycled textiles, vintage clothing (thrift), and preloved items. As a sustainable fashion business, wants to encourage young girls to appear attractive while embracing sustainable fashion methods.

Strength

1. The product is not widely available on the market thus, the purchase of Sweet Obsession products appeals to the customers who value the exclusivity of clothes.
2. Sweet obsession Follower's growth is pretty fast.
3. The owner understands fashion and has connections to help this business.
4. Have a shared value as a sustainable fashion practice. Through the purchase of Sweet Obsession, helps decrease the negative environmental impact of the fashion industry.
5. Have positive feedback from past customers.

Weakness

1. Due to the recent launch of the Sweet Obsession brand, social media activity has not been fully optimized.
2. Lack of brand awareness.
3. Sweet Obsession has not yet used social media platforms other than Instagram.
4. Sweet Obsession has just launched, and the budget for promotion is restricted.

Opportunity

1. The newly added features on Tiktok and Instagram, such as live shopping, Instagram ads, and its social marketplace, are compatible for delivering a communication program.
2. The PEST analysis shows that government intensely empowers sustainability practices, including sustainability fashion.
3. Many target audiences stated that one of the elements driving their purchasing decisions was their commitment to the environment.
4. thrift store owners have solidarity to support one another through mutual promotion agreement

Threat

1. Need to build brand awareness.
2. Many new competitors have emerged who have begun selling Thrift and Preloved clothing.
3. Sweet Obsessions' competitors are more active in their social media communication deployment.