

**Pengaruh Terpaan Penggunaan Tagar #VillagesNotFactories Terhadap
Citra Merek Pakaian Berkelanjutan Sukkhacitta (Survei Pada *Followers*
Akun *Instagram* @Sukkhacitta)**

Marlin Merliana

ABSTRAK

Pemanfaatan media sosial serta penggunaan dan pengoptimalan fitur media sosial seperti tagar di era persaingan bisnis yang semakin kompetitif dapat menjadi salah satu strategi untuk membangun sebuah merek melalui pembentukan citra merek yang positif. Penelitian ini bertujuan untuk mengetahui seberapa besar Pengaruh Terpaan Penggunaan Tagar Terhadap Citra Merek Pakaian Berkelanjutan dengan menggunakan teori *Uses and Effect* sebagai landasan teori utama. Teori ini menjelaskan mengenai hubungan antara komunikasi yang disampaikan melalui media sosial menimbulkan sebuah efek bagi pengguna media tersebut. Informasi dibalik penggunaan tagar yang dilakukan melalui media sosial *Instagram* memberikan tataran dan membuat khalayak menumbuhkan persepsi mereka terhadap sebuah merek, salah satunya adalah dengan terbentuknya citra merek. Penarikan sampel dari populasi penelitian menggunakan *non probability sampling* dengan metode *purposive sampling* sehingga menghasilkan 100 sampel. Data yang didapat kemudian diolah menggunakan uji korelasi, uji regresi linear sederhana, uji koefisien determinasi, dan uji hipotesis.

Hasil penelitian menunjukkan bahwa terdapat hubungan yang cukup berarti antara Terpaan Penggunaan Tagar #VillagesNotfactories dan Citra Merek Pakaian Berkelanjutan Sukkhacitta. Nilai koefisien determinasi yang didapat menunjukkan bahwa terdapat pengaruh sebesar 45,8% dari Terpaan Penggunaan Tagar #VillagesNotfactories terhadap Citra Merek Sukkhacitta. Hasil uji hipotesis menunjukkan H_0 ditolak dan H_a diterima yang berarti terdapat pengaruh signifikan dari terpaan penggunaan tagar #VillagesNotFactories pada akun *Instagram* @sukkhacitta terhadap citra merek pakaian berkelanjutan Sukkhacitta berdasarkan survei pada *followers* akun *Instagram* @sukkhacitta.

Kata kunci: Tagar *Instagram*, Citra Merek Pakaian Berkelanjutan, Terpaan Penggunaan Tagar, Pakaian Berkelanjutan.

The Influence of the Use of #VillagesNotFactories Hashtags on the Brand Image of Sukkhacitta Sustainable Clothing (Survey on Followers of @Sukkhacitta Instagram Account)

Marlin Merliana

ABSTRACT

The utilization of social media also the use and optimization of social media features such as hashtags in an era of increasingly competitive business competition can be one of the strategies to build a brand through the formation of a positive brand image. This study aims to determine how much influence the exposure of hashtags usage has on the brand image of sustainable clothing by using the Uses and Effect theory as the main theoretical basis. This theory explains the relationship between communication delivered through social media could create an effect for media users. The information behind the hashtags usage that carried out through Instagram social media provides a level and makes audiences grow their perceptions of a brand, one of which is the formation of a brand image. The withdrawal of samples from the research population using non-probability sampling with purposive sampling method resulted in 100 samples. The data obtained is then processed using the correlation test, simple linear regression test, coefficient of determination test, and hypothesis testing.

The results showed that there is a significant relationship between the exposure of #VillagesNotfactories hashtag usage and Sukkhacitta Sustainable Clothing Brand Image. The coefficient of determination obtained shows that there is an influence of 45.8% from the exposure of #VillagesNotfactories hashtags usage on Sukkhacitta's brand image. The results of hypothesis testing show that H_0 is rejected and H_a is accepted, which means that there is a significant effect of exposure to the use of the hashtag #VillagesNotFactories on the Instagram account @sukkhacitta on the SukkhaCitta sustainable clothing brand image based on a survey of @sukkhacitta Instagram account's followers.

Keywords: Exposure of Hashtag Usage, Instagram Hashtags, Sustainable Clothing Brand Image, Sustainable Clothing and Apparel.