

# **Strategi *Digital Marketing Brand Pomelo Fashion* Indonesia Dalam Meningkatkan *Brand Awareness***

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## **Abstrak**

Persaingan industri *fashion* di Indonesia semakin ketat dengan cepatnya perubahan preferensi konsumen dan tren yang berkembang. Hal ini dipengaruhi oleh globalisasi serta kemajuan informasi dan teknologi, yang mempercepat pertukaran informasi dan memperbanyak pilihan bagi konsumen. *Pomelo Fashion* merupakan brand *fashion* wanita asal Thailand yang menjadi salah satu pelopor brand *fashion omnichannel* di Indonesia. *Pomelo* memanfaatkan strategi *digital marketing* untuk bersaing di pasar yang kompetitif. Penelitian ini bertujuan untuk menganalisis strategi *digital marketing* *Pomelo Fashion* Indonesia dalam meningkatkan brand awareness. Pendekatan yang digunakan adalah kualitatif deskriptif, dengan teori *Integrated Marketing Communication* sebagai landasan. Data dikumpulkan melalui wawancara dengan lima informan yang berasal dari internal dan eksternal *Pomelo Fashion* Indonesia. Hasil penelitian menunjukkan bahwa brand *Pomelo Fashion* Indonesia belum mencapai posisi *top of mind* di pasar industri *fashion* Indonesia. Oleh karena itu, perlu dilakukan optimalisasi strategi *digital marketing*, termasuk memperkuat konten produk baru, kampanye *digital* tentang keberlanjutan, serta meningkatkan keterlibatan dengan komunitas *Pomelo Girls*.

**Kata Kunci:** *Brand Awareness, Digital Marketing, Pomelo Fashion*

*Digital Marketing Strategy of Pomelo Fashion Indonesia in Building  
Brand Awareness*

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**Abstract**

*The competition in the fashion industry in Indonesia is becoming increasingly intense due to the rapid changes in consumer preferences and emerging trends. This is influenced by globalization and advancements in information and technology, which accelerate the exchange of information and provide consumers with more choices. Pomelo Fashion, a women's fashion brand from Thailand, has become one of the pioneers of omnichannel fashion brands in Indonesia. Pomelo utilizes digital marketing strategies to compete in this highly competitive market. This study aims to analyze Pomelo Fashion Indonesia's digital marketing strategies in enhancing brand awareness. A descriptive qualitative approach is used, with Integrated Marketing Communication theory as the foundation. Data were collected through interviews with five informants from both the internal and external sides of Pomelo Fashion Indonesia. The findings indicate that Pomelo Fashion Indonesia has not yet reached the top-of-mind position in the Indonesian fashion industry market. Therefore, it is necessary to optimize the digital marketing strategy, including strengthening content about new arrivals, digital campaigns on sustainability, and enhancing engagement with the Pomelo Girls community.*

*Keywords: Brand Awareness, Digital Marketing, Pomelo Fashion*