

STRATEGI KOMUNIKASI PEMASARAN BERKELANJUTAN HOUSE OF THALITA DALAM MEMBANGUN *BRAND AWARENESS*

DEWI LARASATYA

ABSTRAK

Penelitian ini bertujuan untuk mengetahui strategi komunikasi pemasaran berkelanjutan yang digunakan oleh House of Thalita dalam membangun *brand awareness*. Metode penelitian yang digunakan adalah pendekatan kualitatif deskriptif, dengan pengumpulan data yang dilakukan melalui wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa House of Thalita menerapkan strategi komunikasi pemasaran melalui lima bauran komunikasi pemasaran (*advertising, personal selling, sales promotion, public relations & publicity, direct marketing*) yang dipadukan dengan bauran 4C pemasaran berkelanjutan (*customer solutions, customer cost, convenience, dan communication*) dalam membangun *brand awareness*. Penjualan personal serta hubungan masyarakat dan publisitas berkontribusi dalam menyampaikan nilai keberlanjutan dan membangun kepercayaan konsumen, sementara periklanan masih terbatas pada Instagram sehingga pemanfaatan saluran digital masih perlu dikembangkan. Dalam pemasaran berkelanjutan, nilai keberlanjutan dikomunikasikan melalui penggunaan bahan alami dan pemberdayaan pengrajin lokal, serta edukasi mengenai kualitas dan daya tahan produk, namun aspek *convenience* dan konsistensi penyampaian pesan pada berbagai saluran komunikasi masih perlu ditingkatkan. House of Thalita telah berhasil mencapai tahap pengenalan merek (*brand recognition*) yang kuat di benak konsumennya. Meskipun belum mencapai tahap puncak pikiran (*top of mind*), House of Thalita terus memperkuat citranya sebagai merek tas etnik berbahan alam dan bernilai seni dari Kota Bogor.

Kata Kunci: *Brand Awareness, Komunikasi Pemasaran, Sustainable Marketing, UMKM*

HOUSE OF THALITA'S SUSTAINABLE MARKETING COMMUNICATION STRATEGY IN BUILDING BRAND AWARENESS

DEWI LARASATYA

ABSTRACT

This study aims to identify the sustainable marketing communication strategy used by House of Thalita in building brand awareness. The research method used is a descriptive qualitative approach, with data collected through interviews, observation, and documentation. The results show that House of Thalita implements a marketing communication strategy through five marketing communication mix elements (advertising, personal selling, sales promotion, public relations & publicity, and direct marketing), combined with the 4C sustainable marketing mix (customer solutions, customer cost, convenience, and communication) to build brand awareness. Personal selling, public relations, and publicity contribute to conveying sustainability values and building consumer trust, while advertising remains limited to Instagram, indicating that digital channels still need further development. In sustainable marketing, sustainability values are communicated through the use of natural materials, empowerment of local artisans, and education on product quality and durability, although convenience and message consistency across communication channels still need improvement. House of Thalita has successfully reached the brand recognition stage among consumers. Although it has not yet reached the top of mind stage, House of Thalita continues to strengthen its image as an ethnic bag brand made from natural materials with artistic value from Bogor City.

Keywords: Brand Awareness, Marketing Communication, Sustainable Marketing, MSMEs