

## ABSTRAK

Strategi *social media marketing* semakin marak digunakan oleh berbagai *brand*. Kegiatan ini mendorong perusahaan untuk meningkatkan ikatan emosional antara *brand* dengan konsumennya. Maka dari itu, *brand-brand* mulai dari skala lokal hingga internasional saling berkompetisi untuk melakukan strategi *social media marketing* yang efektif dan inovatif. Melalui strategi *social media marketing* tersebut, Uniqlo Indonesia menghadirkan sebuah gerakan kampanye #RealSupport bersama *Creative House 6616* dengan tujuan utama untuk mendapatkan *customer brand engagement* yang sekaligus memenuhi *key performance indicator* kampanye. Beberapa tujuan dalam penelitian ini adalah untuk 1) mengetahui proses penyusunan strategi *social media marketing Creative House 6616* dalam membangun *customer brand engagement* Uniqlo Indonesia. 2) mengetahui bentuk *customer brand engagement* pada kampanye #RealSupport Uniqlo Indonesia. Penelitian ini menggunakan konsep *The Social Media Strategy Wheel* milik Breakenridge, Teori Ekologi Media, dan konsep *Customer Brand Engagement*. Metode penelitian menggunakan kualitatif deskriptif dengan studi kasus melalui proses observasi dan wawancara mendalam untuk mengumpulkan data. Penelitian ini menemukan fakta bahwa *Creative House 6616* melaksanakan strategi *social media marketing* secara organik pada setiap prosesnya. Dengan memanfaatkan *Key Opinion Leader*, Uniqlo dapat membangun *engagement* pada akun Instagram Uniqlo. Tidak hanya berhasil mendapatkan *engagement* dengan capaian *intention to buy and use, intention to recommend, electronic word of mouth, dan loyalty* kampanye #RealSupport juga menjadi sebuah gerakan sosial untuk mendukung para wanita di seluruh Indonesia. Keberhasilan kampanye juga dilihat dari penggunaan tagar #RealSupport pada seluruh varian produk *AIRism* Uniqlo walaupun kampanye sudah lama selesai.

**Kata Kunci:** *Social Media Marketing, Customer Brand Engagement, Uniqlo Indonesia, Kampanye #RealSupport, 6616 Creative House*

## ABSTRACT

*Social media marketing strategies are increasingly being used by various brands. This activity encourages companies to increase the emotional bond between brands and consumers. Therefore, brands ranging from local to international compete with each other to carry out effective and innovative social media marketing strategy. Through this social media marketing strategy, Uniqlo Indonesia presents #RealSupport campaign movement with Creative House 6616 with the main objective of getting customer brand engagement while at the same time meeting the key performance indicators of the campaign. Some of the objectives in this study are to 1) find out the process of formulating Creative House 6616's social media marketing strategy in building Uniqlo Indonesia's customer brand engagement. 2) knowing the form of customer brand engagement in Uniqlo Indonesia's #RealSupport campaign. This study uses the concept of Breakenridge's The Social Media Strategy Wheel, Media Ecology Theory, and the concept of Customer Brand Engagement. The research method uses descriptive qualitative with case studies through a process of observation and in-depth interviews to collect data. This study finds the fact that Creative House 6616 implements social media marketing strategies organically in every process. By utilizing Key Opinion Leaders, Uniqlo can build engagement on the Uniqlo Instagram account. Not only successful in getting engagement with the achievement of intention to buy and use, intention to recommend, electronic word of mouth, dan loyalty, the #RealSupport campaign has also become a social movement to support women throughout Indonesia. The success of the campaign can also be seen from the use of the #RealSupport hashtag on all AIRism Uniqlo product variants even though the campaign has long been over.*

**Keywords:** *Social Media Marketing, Customer Brand Engagement, Uniqlo Indonesia, #RealSupport Campaign, 6616 Creative House*