ABSTRAK

Penelitian ini dilatarbelakangi oleh adanya pemberitaan di Instagram mengenai kontroversi MS Glow terkait partisipasinya dalam Paris Fashion Week 2022. Awalnya masyarakat menyambutnya dengan perasaan bangga sebab MS Glow memperkenalkan *brand* indonesia di mancanegara. Namun, opini publik berubah ketika MS Glow diketahui bukan menghadiri PFW melainkan Paris Fashion Show buatan Gekrafs. Berdasarkan fenomena ini, masyarakat bereaksi negatif terhadap reputasi MS Glow. Penelitian ini bertujuan untuk mengetahui persepsi konsumen terhadap *brand image* MS Glow terkait kontroversi PFW 2022 pada instagram serta faktor-faktor yang mempengaruhinya. Metode yang digunakan adalah deskriptif kualitatif. Teori yang mendukung penelitian ini adalah teori perbedaan individu (*individual differences*). Peneliti menemukan keberagaman persepsi konsumen terhadap *brand image* MS Glow dalam memaknai informasi di instagram tentang kontroversi PFW 2022. Meskipun begitu, *brand image* MS Glow cenderung ke arah positif. Sebab dimensi citra produk mendominasi persepsi konsumen akan MS Glow. Dengan demikian, reputasi MS Glow tetap positif di mata konsumen meskipun MS Glow diterpa isu negatif terkait keterlibatannya dalam PFW 2022. Faktor internal yang mempengaruhi persepsi meliputi pengalaman selama pemakaian produk, motivasi, pengetahuan dan ekspektasi konsumen tentang MS Glow. Sedangkan faktor eksternal yaitu lingkungan konsumen, testimoni, media sosial khususnya instagram, dan pemberitaan tentang kontroversi MS Glow.

Kata kunci : persepsi, kontroversi, *brand image*, instagram.

ABSTRACT

This research was encouraged by the news on Instagram regarding the MS Glow controversy about its participation in Paris Fashion Week 2022. Initially, the public's response was positive and they were proud of MS Glow for introducing Indonesian products abroad. However, public opinion changed when it was discovered that MS Glow went to the Paris Fashion Show made by Gekrafs instead of PFW. This phenomenon caused MS Glow's reputation to be negatively viewed by society. This research aims to understand consumer perceptions of the MS Glow brand image related to the PFW 2022 controversy on Instagram and the factors that influence it. The method used is descriptive qualitative. The theory used is the theory of individual differences. Researcher found that different customer views of the MS Glow brand exist when interpreting the information posted on Instagram during the 2022 PFW controversy. Even so, the MS Glow brand image tends to be positive. Because the dimensions of the product image dominate consumer perceptions of MS Glow. Thus, MS Glow's reputation among customers is still positive even though MS Glow has problems as a result of its involvement in PFW 2022. Internal factors that affect percepsion include product usage experience, motivation, product knowledge, and consumer expectations for MS Glow. While external factors are the consumer environment, testimonials, social media, especially Instagram, and news about the MS Glow controversies.

Keywords : *perception, controversy, brand image, instagram.*