

ABSTRAK

Pesatnya persaingan industri fashion muslim mendorong setiap brand untuk berinovasi dalam strategi komunikasi pemasaran. Elzatta merespons tantangan tersebut dengan memperkuat kedekatan bersama audiens muda melalui proses *brand activation* berbentuk event *Back to school festival* di Yogyakarta. Penelitian ini bertujuan menganalisis proses *brand activation* Elzatta dan memberikan rekomendasi berdasarkan hasil analisis. Metode yang digunakan adalah kualitatif deskriptif dengan pengumpulan data melalui wawancara, observasi media sosial Instagram, dan studi literatur. Hasil penelitian menunjukkan Elzatta melakukan proses *brand activation* secara adaptif dengan *cross channel effect* sebagai temuan yang mendukung keberhasilan strategi. Tercipta komunikasi yang konsisten dan *user generated content* yang meningkatkan *brand recall* dan kesadaran terhadap lini produk *Back to School*. Pemilihan Yogyakarta sebagai lokasi festival turut memperkuat resonansi pesan kampanye dan berdampak positif pada penjualan.

Kata Kunci: *Brand activation, Brand awareness, Elzatta, Back to school festival.*

ABSTRACT

The intense competition in the Muslim fashion industry is driving every brand to innovate in its marketing communication strategies. Elzatta responded to this challenge by strengthening its engagement with young audiences through a brand activation strategy, the Back to school festival, in Yogyakarta. This study aims to analyze the planning and implementation of Elzatta's brand activation strategy in building brand awareness. The method used was a descriptive qualitative approach, with data collected through interviews, observations on Instagram social media, and literature studies. The research findings revealed the implementation of a cross-channel effect that synergistically supported the success of the strategy. This approach created consistent communication, encouraged the creation of user-generated content, and increased brand recall and awareness of the Back to School product line. The selection of Yogyakarta as the festival location also strengthened the resonance of the campaign message and had a positive impact on sales.

Keywords: *Brand activation, Brand awareness, Elzatta, Back to school festival.*