

ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi komunikasi *brand* Andrean NR dalam mengusung *fashion* berkelanjutan melalui nilai *timeless* dan *durable* di era *fast fashion*. Penelitian menggunakan pendekatan kualitatif deskriptif dengan paradigma konstruktivisme. Data dikumpulkan melalui wawancara mendalam dengan pemilik sekaligus pengelola media sosial *brand*, dua pengikut aktif Instagram, dan dua konsumen, serta melalui observasi nonpartisipan pada akun Instagram @andrean.nr dan dokumentasi digital pendukung. Hasil penelitian menunjukkan bahwa strategi komunikasi Andrean NR dibangun secara selektif melalui penetapan tujuan komunikasi, segmentasi dan *targeting* pada *creative youth* serta *urban creatives*, dan *positioning* sebagai *brand genderless art-wear* yang berkelanjutan. Instagram dimanfaatkan sebagai kanal utama untuk menyampaikan pesan keberlanjutan melalui *storytelling* visual, narasi implisit, dan penyajian proses kreatif yang konsisten. Nilai *timeless* dan *durable* tidak hanya hadir dalam pesan, tetapi juga diperkuat oleh praktik *brand* melalui sistem *made-to-order*, *limited production*, penggunaan material denim, *rework*, serta layanan pascapembelian yang menjaga kesesuaian antara pesan dan pengalaman konsumen. Temuan penelitian juga memperlihatkan bahwa kekuatan komunikasi Andrean NR terletak pada kejelasan identitas, konsistensi visual, dan kejujuran dalam menghindari klaim keberlanjutan yang berlebihan, meskipun masih menghadapi keterbatasan pada jangkauan dan *engagement* media sosial. Penelitian ini menegaskan bahwa pada *brand fashion* independen, efektivitas komunikasi keberlanjutan ditentukan oleh keselarasan antara arah pesan, karakter media, dan praktik *brand* yang dijalankan.

Kata kunci: Strategi Komunikasi, *Fashion* Berkelanjutan, Instagram, *Timeless*, *Durable*

ABSTRACT

This study aims to analyze Andrean NR's brand communication strategy in promoting sustainable fashion through the values of timelessness and durability in the era of fast fashion. The research employed a descriptive qualitative approach within a constructivist paradigm. Data were collected through in-depth interviews with the brand owner, two active Instagram followers, and two consumers, as well as through non-participant observation of the Instagram account @andreaan.nr and supporting digital documentation. The findings show that Andrean NR's communication strategy is developed selectively through the formulation of communication objectives, segmentation and targeting of creative youth and urban creatives, and positioning as a genderless art-wear brand with sustainability as an integral value. Instagram serves as the brand's primary communication channel to convey sustainability messages through visual storytelling, implicit narratives, and consistent presentation of the creative process. The values of timelessness and durability are not only articulated in communication, but are also reinforced through the brand's practices, including a made-to-order system, limited production, denim-based materials, rework practices, and after-sales services that maintain consistency between message and consumer experience. The study also finds that Andrean NR's communication strength lies in its clear identity, strong visual consistency, and honest approach in avoiding excessive sustainability claims, although it still faces limitations in reach and social media engagement. This study confirms that, for independent fashion brands, the effectiveness of sustainability communication depends on the alignment between message direction, media character, and actual brand practice.

Keywords: *Communication Strategy, Sustainable Fashion, Instagram, Timeless, Durable*