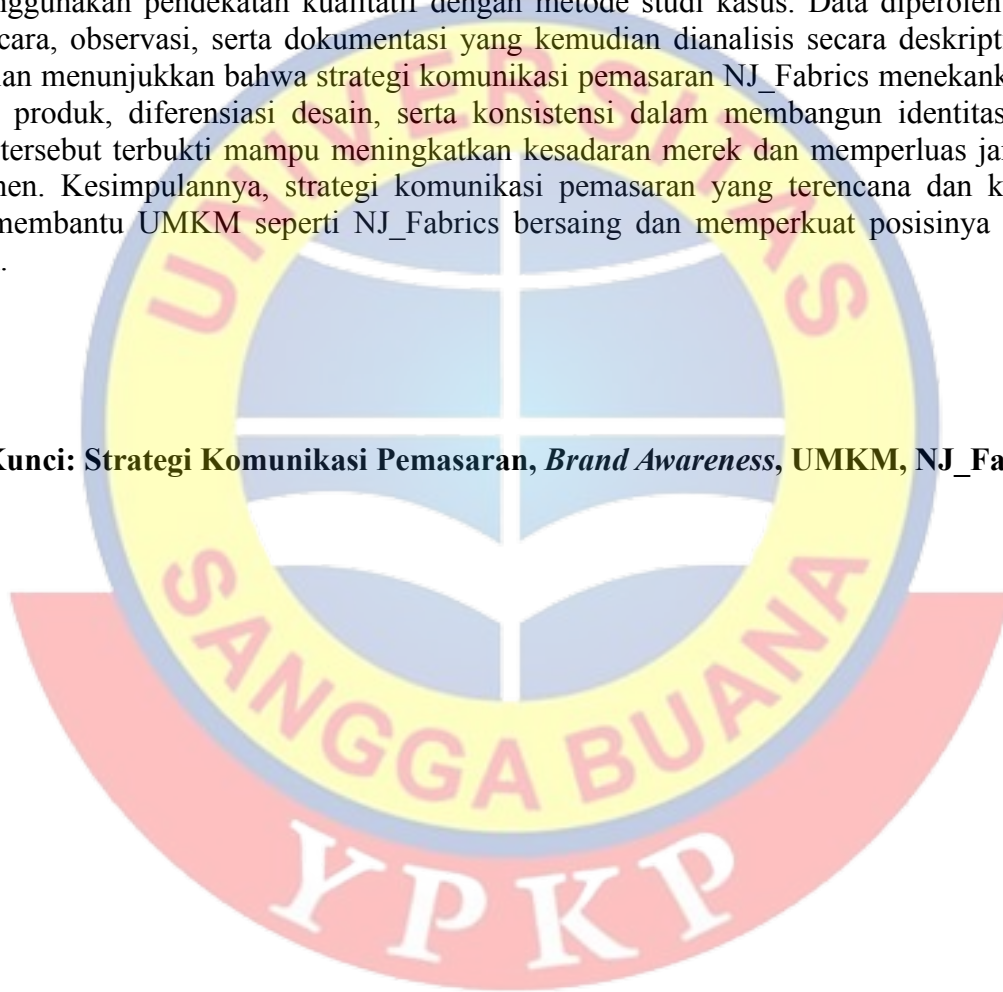


ABSTRAK

Dalam dunia bisnis, kemampuan bertahan dari persaingan menuntut perusahaan untuk memiliki strategi komunikasi yang efektif. Komunikasi pemasaran menjadi aspek penting dalam menyampaikan pesan merek sekaligus membangun hubungan dengan konsumen. Penelitian ini berfokus pada NJ_Fabrics, sebuah UMKM fashion yang menghadapi tantangan dalam meningkatkan *brand awareness* di tengah ketatnya persaingan industri pakaian. Melalui strategi komunikasi pemasaran, NJ_Fabrics berupaya memperkenalkan merek serta menanamkan citra positif di benak konsumen, baik melalui *online* maupun *offline*. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data diperoleh melalui wawancara, observasi, serta dokumentasi yang kemudian dianalisis secara deskriptif. Hasil penelitian menunjukkan bahwa strategi komunikasi pemasaran NJ_Fabrics menekankan pada inovasi produk, diferensiasi desain, serta konsistensi dalam membangun identitas merek. Upaya tersebut terbukti mampu meningkatkan kesadaran merek dan memperluas jangkauan konsumen. Kesimpulannya, strategi komunikasi pemasaran yang terencana dan konsisten dapat membantu UMKM seperti NJ_Fabrics bersaing dan memperkuat posisinya di pasar fashion.

Kata Kunci: Strategi Komunikasi Pemasaran, *Brand Awareness*, UMKM, NJ_Fabrics



ABSTRACT

In the business world, the ability to survive challenges and competition is crucial for sustaining an enterprise. Marketing communication plays an essential role in conveying brand messages and building strong relationships with consumers. This study focuses on NJ_Fabrics, a local fashion SME that faces challenges in increasing brand awareness amidst the highly competitive clothing industry. Through marketing communication strategies, NJ_Fabrics seeks to introduce its brand and establish a positive image in consumers' minds, both through online and offline channels. This research employs a qualitative approach with a case study method. Data were collected through interviews, observations, and documentation, and analyzed descriptively. The findings indicate that NJ_Fabrics emphasizes product innovation, design differentiation, and consistency in brand identity as its key communication strategies. These efforts have proven effective in enhancing brand awareness and expanding consumer reach. In conclusion, a well-planned and consistent marketing communication strategy can help SMEs such as NJ_Fabrics strengthen their market position in the fashion industry.

Keywords: marketing communication strategy, brand awareness, SMEs, NJ_Fabrics

