

ABSTRACT

Lozy Hijab, as a leading local fashion brand, utilizes Marketing Public Relations (MPR) to build and strengthen its brand reputation. This study aims to examine the impact of MPR on Lozy Hijab's brand reputation. Using a descriptive quantitative method, data were collected through a survey of 449 respondents and analyzed using simple linear regression with a t-test. The study is based on the P.E.N.C.I.L.S framework by Thomas L. Harris (1993), which explores elements such as publications, events, news, community involvement, and social responsibility. The findings indicate that MPR significantly contributes 24% to Lozy Hijab's brand reputation, with publications and inform or image as the most influential sub-variables, while the remaining 76% is influenced by factors outside MPR. Additionally, this study applies Charles J. Fombrun's (2018) reputation-building theory to assess brand reputation through public perceptions of credibility, brand trust, social responsibility, and reliability. These results highlight the importance of a consistent and effective MPR strategy in enhancing brand reputation in the competitive hijab industry.

Keywords: Brand Reputation, Fashion Industry, Marketing Public Relations, P.E.N.C.I.L.S.