

ABSTRACT

The development of technology and the internet has changed the way people do their activities, including in the fields of business and marketing. The use of social media by fashion business actors is one of the marketing communication tools, where people can interact through a platform. The use of social media through marketing activities carried out on social media can influence the image of a brand as a whole, by always providing interesting, relevant content, and in accordance with the desired image. This study aims to measure how much influence the use of social media has on the brand image of Pijak Bumi as a sustainable fashion brand. The research method uses a quantitative descriptive approach method by distributing questionnaires to 400 respondents. Data analysis techniques are carried out using descriptive analysis, simple linear regression tests, determination tests, and T tests. The results of the study show that the use of social media has a positive and significant influence on the brand image of Pijak Bumi as a sustainable fashion brand. The use of social media has an influence of 94.4% on the brand image of Pijak Bumi as a sustainable fashion brand.

Keywords: Social Media, Brand Image, Sustainable Fashion.