

RINGKASAN EKSEKUTIF

PT. Tri Anugerah Fashion (3H Clothing) yang merupakan sebuah *acronym* dengan arti *Head, Hand & Heart* merupakan sebuah brand fesyen lokal asal Indonesia yang bergerak dalam bidang fesyen wanita. Perusahaan ini didirikan pada tahun 2011 di Jakarta oleh Henry Soetrisno. Umumnya, 3H Clothing merilis 3 koleksi baru per semester, dengan beberapa koleksi khusus musiman seperti koleksi festive untuk menyambut bulan ramadhan. Saat ini, 3H Clothing mendominasi pada pasar toko-toko ritel yang berada dalam beberapa mal besar di Jakarta hingga ke luar kota seperti Matahari. Dengan kesuksesan 3H Clothing mendominasi pasar fesyen secara *offline*, maka seiring dengan pergerakan dan pertumbuhan minat konsumen dalam melakukan pembelian produk fesyen secara *online*, 3H Clothing mulai melakukan ekspansi dan bergerak melalui *e-commerce* seperti *Website*, *Shopee*, *Tokopedia*, *Lazada* & *Blibli*.

Strategi pemasaran yang biasa digunakan 3H Clothing di toko-toko ritel hanya mengandalkan promosi seperti diskon potongan harga dan layanan konsumen yang tergolong standar, sehingga interaksi antar konsumen pun juga tidak bisa dimaksimalkan dan tidak dapat secara langsung diaplikasikan dalam membangun brand 3H Clothing secara *online*. Dalam meningkatkan hubungan konsumen 3H Clothing dan memperkuat *brand resonance* secara *online*, 3H Clothing kini mengandalkan media sosial Instagram sebagai perangkat untuk membantu dalam membangun citra merek 3H Clothing serta hubungan dan interaksi dengan konsumennya. Hal ini penting untuk dimiliki suatu brand yang bergerak secara *online* agar masyarakat dapat mengenal dan mengetahui nama dari brand tersebut. Sehingga tim penulis menemukan adanya tantangan bagi 3H Clothing yaitu meningkatkan *Customer Relationship* melalui *engagement* yang masih rendah dari audiens Instagram 3H Clothing sendiri. Oleh karena itu, tim penulis melakukan pendekatan dengan menggunakan konsep *CRM (Customer relationship management)*, *Customer Based Brand Equity* atau *CBBE*, dan *Social Media Marketing* sebagai dasar konseptual.

EXECUTIVE SUMMARY

PT. Tri Anugerah Fashion (3H Clothing) which is an acronym with the meaning Head, Hand & Heart is a local fashion brand from Indonesia which is engaged in women's fashion. This company was founded in 2011 in Jakarta by Henry Soetrisno. Generally, 3H Clothing releases 3 new collections per semester, with several special seasonal collections such as the festive collection to welcome the month of Ramadan. Currently, 3H Clothing dominates the retail market in several large malls in Jakarta and out of town, such as Matahari. With the success of 3H Clothing dominating the offline fashion market, along with the movement and growth of consumer interest in purchasing fashion products online, 3H Clothing has begun to expand and move through e-commerce such as Website, Shopee, Tokopedia, Lazada & BliBli.

The marketing strategy that is usually used by 3H Clothing in retail stores only relies on promotions such as discounted prices and consumer services which are classified as standard, so that interaction between consumers cannot be maximized and cannot be directly applied in building the 3H Clothing brand online. In enhancing 3H Clothing's consumer relationships and strengthening brand resonance online, 3H Clothing now relies on Instagram social media as a tool to assist in building 3H Clothing's brand image as well as relationships and interactions with its consumers. It is important to have a brand that moves online so that people can recognize and know the name of the brand. So the writing team found a challenge for 3H Clothing, namely increasing Customer Relationships through low engagement from 3H Clothing's Instagram audience. Therefore, the writing team took an approach using the concept of CRM (Customer relationship management), Customer Based Brand Equity or CBBE, and Social Media Marketing as a conceptual basis.