

ABSTRAK

Media sosial Instagram dimanfaatkan sebagai media komunikasi digital untuk mengomunikasikan *branding*, termasuk pada industri *fashion* berkelanjutan. Penelitian ini bertujuan menganalisis komunikasi *branding fashion* berkelanjutan pada akun Instagram @ecoprint.ramban.ayu melalui perspektif *Computer Mediated Communication* (CMC), *Social Information Processing Theory* (SIP), dan *Hyperpersonal Communication Model*. Penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui observasi non partisipatif, wawancara mendalam, dan dokumentasi. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa komunikasi *branding* dilakukan melalui pemanfaatan fitur Instagram, khususnya *Reels*, dengan menampilkan proses produksi *ecoprint*, penggunaan bahan alami, dan aktivitas edukasi secara konsisten. Konstruksi pesan lebih dominan dibangun melalui konten visual dibandingkan *caption*, sedangkan representasi visual memperkuat identitas *brand* melalui penggunaan warna natural, proses produksi, dan visual produk *ecoprint*. Interaksi *audiens* berlangsung melalui komentar dan *Direct Message* (DM) yang membentuk *feedback loop*. Temuan penelitian menunjukkan bahwa komunikasi *branding* membangun *brand value* berupa nilai estetika dan nilai keberlanjutan, yang membentuk persepsi *audiens* terhadap identitas *brand*. Persepsi tersebut berpotensi mendukung nilai ekonomi melalui meningkatnya ketertarikan audiens terhadap produk maupun kegiatan *workshop* yang ditawarkan.

Kata kunci: *Computer Mediated Communication*, *Social Information Processing Theory*, *branding fashion* berkelanjutan, Instagram, *ecoprint*.

ABSTRACT

Instagram is utilized as a digital communication medium to communicate branding, including in the sustainable fashion industry. This study aims to analyze sustainable fashion branding communication on the Instagram account @ecoprint.ramban.ayu through the perspectives of Computer Mediated Communication (CMC), Social Information Processing Theory (SIP), and the Hyperpersonal Communication Model. This research employed a descriptive qualitative approach. Data were collected through non-participant observation, in-depth interviews, and documentation. Data analysis was conducted through data reduction, data presentation, and conclusion drawing. The findings indicate that branding communication is carried out through the utilization of Instagram features, particularly Reels, by consistently presenting the ecoprint production process, the use of natural materials, and educational activities. Message construction is predominantly conveyed through visual content rather than captions, while visual representation strengthens the brand identity through the use of natural colors, the production process, and ecoprint product visuals. Audience interaction occurs through comments and Direct Messages (DM), creating a feedback loop. The findings also reveal that branding communication develops brand value in the form of aesthetic value and sustainability value, which shape audience perceptions of the brand identity. These perceptions have the potential to support economic value by increasing audience interest in the products and workshop activities offered.

Keywords: Computer-Mediated Communication, Social Information Processing Theory, sustainable fashion branding, Instagram, ecoprint.