

## ABSTRAK

*Thrifting* merupakan kegiatan mencari barang-barang bekas atau *second*. Di Kabupaten Banyumas, seringkali menyelenggarakan *event thrifting* yakni Banyumas Thrift Market. Banyumas Thrift Market terakhir diselenggarakan pada 27-31 Maret 2024 dengan enampuluh partisipan pebisnis *thrifting*. Hal ini menjadikan persaingan bisnis para pebisnis *thrifting* dalam menarik perhatian konsumen. Perlunya penerapan strategi yang tepat dilakukan masing-masing pebisnis dalam menarik perhatian audiens maupun konsumen. Penelitian ini bertujuan untuk mengetahui penerapan strategi *brand activation* oleh pebisnis *thrifting* di Kabupaten Banyumas. Penelitian ini menggunakan metode penelitian deksriptif kualitatif, yang akan dikaji menggunakan analisis teori *Attention Social Presence*. Hasil penelitian menunjukkan para informan menerapkan bentuk-bentuk *brand activation* yang umum digunakan seperti *social media activation* dengan memanfaatkan media sosial seperti Instagram, Tiktok dan Whatsapp, *promotion activation* berupa pemberian diskon maupun promo, serta aktif dalam mengikuti *event* khususnya *event thrifting* sebagai bentuk penerapan *marketing event activation* dalam melakukan pendekatan antara *brand* dengan audiens. Sedangkan bentuk-bentuk yang lain seperti *direct marketing activation*, dan *sponsorship activation* belum secara aktif diterapkan pada semua informan.

Kata kunci: pebisnis *thrifting*, *brand activation*, *Attention Social Presence*

## **ABSTRACT**

*Thriftling is the activity of finding used or second-hand goods. Banyumas Regency often organizes thriftling events, namely the Banyumas Thrift Market. The last Banyumas Thrift Market was held on March 27-31, 2024 with sixty thriftling business participants. This makes business competition for thriftling business people in attracting consumer attention. The need for the application of the right strategy is carried out by each businessman in attracting the attention of audiences and consumers. This study aims to determine the application of brand activation strategies by thriftling business people in Banyumas Regency. This research uses a qualitative descriptive research method, which will be studied using the Attention Social Presence theory. The results showed that the informants applied commonly used forms of brand activation such as social media activation by utilizing social media such as Instagram, Tiktok and Whatsapp, promotion activation in the form of providing discounts and promos, and actively participating in events, especially thriftling events as a form of implementing marketing event activation in approaching the brand with the audience. While other forms such as direct marketing activation and sponsorship activation have not been actively applied to all informants.*

*Keywords: thriftling businessman, brand activation, Attention Social Presence*