

ABSTRAK

Skripsi dengan judul “Pengaruh *Digital Marketing*, *Brand Image* Dan *Influencer Marketing* Terhadap *Brand Awareness* Mayhijab Scraf Di Tulungagung” ini ditulis oleh Chicha Milenia Safitri, Nim 12405193334, dengan pembimbing Siswahyudianto, M.M.

Mayhijab Scraf adalah salah satu *Brand* lokal asli Tulungagung yang bergerak di bidang fashion, kini Mayhijab Scraf menerapkan sistem penjualan *offline* dan *online*, dikarenakan banyaknya persaingan dan majunya teknologi digital membuat para penjual lebih beralih ke media online seperti shopee, toko pedia, lazada bahkan tiktok sekarang mempunyai fitur penjualan. Bisnis jual beli pakaian saat ini termasuk digandrungi oleh banyak orang, namun tidak sedikit dari pelaku usaha ini juga terpaksa menutup usahanya karena sepi pembeli. Penyebabnya yaitu pemilik usaha tidak memahami strategi pemasaran khusus pada perkara fashion, meskipun dari mereka sudah memilih dan menerapkan macam-macam cara agar produk yang dijual dapat laku dan berbeda dengan toko yang lain, maka di sinilah letak strategi pemasaran yang harus diterapkan, demi membuat beda dari toko lain dan dikenal masyarakat dengan ciri khas tersendiri.

Rumusan masalah dalam penelitian ini adalah: (1) Apakah *Digital Marketing*, *Brand Image* dan *Influencer Marketing* berpengaruh terhadap *Brand Awareness* mayhijab scarf ? (2) Apakah *Digital Marketing* berpengaruh terhadap *Brand Awareness* pada akun Brand Mayhijab Scarf ? (3) Apakah *Brand Image* berpengaruh terhadap *Brand Awareness* pada akun brand Mayhijab Scarf ? (4) Apakah *Influencer Marketing* berpengaruh terhadap pada akun *Brand* Mayhijab Scarf ?

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh *Digital Marketing*, *Brand Image* dan *Influencer Marketing* terhadap *Brand Awareness* Mayhijab Scraf. Penelitian ini menggunakan pendekatan Kuantitatif. Teknik yang dipakai dalam pengambilan sampel adalah Non Probability Sampling. Dengan Jumlah sampel yang digunakan sebanyak 200 responden yang berupa konsumen dari Mayhijab Scraf Tulungagung. Teknik analisis data menggunakan Uji Instrumen Data, Uji Asumsi Klasik, Uji Analisis Regresi Linier Berganda, dan Uji Hipotesis.

Hasil dari penelitian ini menunjukkan bahwa (1) *Digital Marketing* berpengaruh terhadap *Brand Awareness* konsumen Mayhijab Scraf Tulungagung. (2) *Brand Image* berpengaruh terhadap *Brand Awareness* konsumen Mayhijab Scraf Tulungagung. (3) *Influencer Marketing* berpengaruh terhadap *Brand Image* konsumen Mayhijab Scraf Tulungagung . (4) *Influencer Marketing*, *Brand Image*, dan kombinasi kedua variabel memberikan pengaruh yang positif dan signifikan terhadap keputusan pembelian konsumen.

Kata Kunci: *Digital Marketing*, *Brand Image*, *Influencer Marketing*, *Brand Awareness*

ABSTRACT

The thesis entitled "The Influence of Digital Marketing, Brand Image and Influencer Marketing on Brand Awareness of Mayhijab Scarf in Tulungagung" was written by Chicha Milenia Safitri, Nim 12405193334, with Siswahyudianto, M.M. as supervisor.

Mayhijab Scarf is one of the original local brands from Tulungagung which is engaged in fashion, now Mayhijab Scarf implements offline and online sales systems, due to the large amount of competition and advances in digital technology making sellers turn more to online media such as shopee, pedia stores, lazada and even tiktok now have sales features. The business of buying and selling clothes is currently loved by many people, but not a few of these business actors are also forced to close their businesses due to lack of buyers. The reason is that business owners do not understand specific marketing strategies in fashion matters, even though they have chosen and implemented various ways so that the products sold can be sold and are different from other stores, so this is where the marketing strategy must be implemented, in order to make a difference. from other stores and known to the public with its own characteristics.

The formulation of the problems in this study are: (1) Does Digital Marketing, Brand Image and Influencer Marketing affect Brand Awareness mayhijab scarf? (2) Does Digital Marketing affect Brand Awareness on the Brand Mayhijab Scarf account? (3) Does Brand Image affect Brand Awareness on the Mayhijab Scarf brand account?

(4) Does Influencer Marketing affect Brand Mayhijab Scarf accounts?

The purpose of this study was to analyze the influence of Digital Marketing, Brand Image and Influencer Marketing on Mayhijab Scarf Brand Awareness. This study uses a quantitative approach. The technique used in sampling is Non Probability Sampling. The number of samples used was 200 respondents who were consumers from Mayhijab Scarf Tulungagung. Data analysis techniques used Data Instrument Test, Classical Assumption Test, Multiple Linear Regression Analysis Test, and Hypothesis Test.

The results of this study indicate that (1) Digital Marketing has an effect on Brand Awareness of Mayhijab Scarf Tulungagung consumers. (2) Brand Image affects Brand Awareness of consumers of Mayhijab Scarf Tulungagung. (3) Influencer Marketing influences Brand Image consumers of Mayhijab Scarf Tulungagung. (4) Influencer Marketing, Brand Image, and the combination of the two variables have a positive and significant influence on consumer purchasing decisions.

Keywords : *Digital Marketing, Brand Image, Influencer Marketing, Brand Awareness*