

ABSTRACT

One type of business that is developing in Indonesia is Fashion business. Business actors such as distributions / factory outlets, agencies, parties, communities, schools, universities and individuals collaborate with convection to produce products according to their specifications and details. Kibo Industries utilizes social media as a medium to promote its products.

This study aims to find out Brand Image that has been built in Konibeksi Kibo Industries through social media Instagram. The research method is qualitative research using approach called descriptive study. Informants in this study consists of 4 informants including CEO Kibo Industries, Founder Kibo Industries, Marketing Kibo Industries, Client Kibo Industries. Data collection techniques with in-depth interviews

Based on the results of research and discussion, it is known that Kibo Industries has run a promotional strategy in building Brand Image which is divided into three categories: Brand Strength, Brand Favorability, and Brand Uniqueness. In addition media and facilities used by Kibo Industries is marketing through Online media such as instagram, facebook, kaskus and the most influential at this time in marketing Kibo Industries products is through media instagram for effective role play.

Keywords: Brand Image, Brand Strength, Brand Favorability, Brand Uniqueness, social media
