

ABSTRACT

The increase in the fashion industry that occurs every year causes the term fast fashion so that consumers always buy and use the latest fashion every time. This causes a high amount of waste generated from the fashion industry. One of the fashion brands that are trying to answer the issue of environmental problems is Pijakbumi. Pijakbumi positions itself as an environmentally friendly shoe that is here to respond to environmental issues in Indonesia. This study aims to determine the effect of Pijakbumi's positioning as an environmentally friendly shoe consisting of Points of difference and Points of parity on its brand awareness which consists of recognize, recall, and top of mind. The research method used is quantitative with the type of causal relationship research. The data has been collected by the author online through a questionnaire to 385 active Instagram users. The sampling technique used is non-probability sampling with purposive sampling method. This research used simple linear regression analysis in the data analysis process which was carried out by using IBM SPSS version 24 software. Based on the results of the analysis of the data obtained, the positioning of Pijakbumi (X) has a significant effect on its brand awareness of 60.8% while the other 39.2% is influenced by other variables that are not included in the study.

Keyword: *Fashion, Environmental problems, Positioning, Brand awareness, Pijakbumi.*