

ABSTRACT

The phenomena that occur in this era are very diverse along with the development of technology which brings quite rapid changes. Social media is a forum for exchanging information online and strengthened by the internet, Instagram can be a social media used to carry out digital campaigns, digital campaigns can also be a way of spreading hot trends such as clothing together on Instagram. The aim of this campaign is to find out how teenagers participate in the trend of wearing batik through digital campaigns. Measurements from the youth level can be measured using the AISAS, Attention, Interest, Search, Action and Share models. In this study, researchers used qualitative methods with a virtual ethnographic approach. Researchers will process the data based on the results of interviews with key informants who have reached the last level of the AISAS model. The three key informants have both carried out the last stage, namely sharing in the AISAS model in a joint cloth digital campaign which has succeeded in getting a positive response from the public so that the campaigners have reached the stage of sharing on social media and in person. This trend of wearing cloth together has a good impact on society because it can preserve culture through batik cloth and is fronted by young people.

Keywords: *Digital Campaign, Clothed Together, AISAS, Instagram*