

ABSTRACT

Brand community collaboration has emerged as an increasingly prevalent strategy to enhance brand awareness in the digital era. This study examines the collaborative initiative between the local fashion brand House of Smith and the classic tamiya community Good Old Days, aimed at strengthening brand awareness through an event marketing, campaign titled Good Gorilla. This research uses a qualitative approach with a case study method, data were collected through in depth interview, observation, and documentation, this research draws upon communication Goals Theory, which emphasizes the importance of systematic communication planning. Findings reveal that the collaboration was motivated by nostalgic sentiment and the intention build emotional connections with the target audience. The campaign was strategically executed through collaborative product releases, offline events, and the involvement of relevant Key Opinion Leaders (KOL). The collaboration proved effective in generating engagement, expanding audience reach, and enhancing public trust in the brand. In conclusion, community-based collaboration serves as a powerful alternative strategy for local brands to foster brand awareness and cultivate long term consumer loyalty.

Keywords: Brand Collaboration, Brand Awareness, Community