

ABSTRACT

This study aims to determine the effect of the 2024 Kahforward Campaign on Instagram on the brand image of Kahf as one of the men's skincare brands in Indonesia. The campaign with the theme of Impactful Steps was designed to build relationships and increase positive consumer perceptions of Kahf which aims to invite the audience to dare to take steps that will be beneficial for themselves, the community and the nation. The study used a quantitative approach involving 400 respondents who were followers of the @kahfeveryday account who participated in campaign activities on Instagram. The research instrument was a questionnaire compiled based on five campaign elements and four dimensions of brand image. Data analysis was carried out through validity, reliability, classic assumptions of simple linear regression, coefficient of determination and correlation tests. The results showed that the 2024 Kahforward campaign on Instagram had a significant positive effect on Kahf's brand image in the high category of 55.1%, with a correlation value of 0.742 indicating that there was a strong and positive relationship between the Campaign and brand image. This proves that a planned and consistent campaign strategy can strengthen consumer perceptions of the brand. This finding confirms that communication strategies through social media are not only effective as a promotional medium, but also play a role in shaping the image of a brand. This study also contributes to the development of Communication Science literature, especially in the context of digital marketing.

Keywords: Kahforward Campaign, Instagram, Brand Image, Social Media, Kahf