

ABSTRACT

Hijack Sandals is a local brand that utilizes a soft selling strategy through collaboration with more than 300 Key Opinion Leaders (KOLs) each year. This study aims to investigate how Hijack Sandals manages the utilization of KOLs as a sustainable soft selling strategy and analyzes how relationship management is implemented to maintain long-term relationships. This study employs a qualitative approach. The research is examined using the 4M Influencer Marketing Model and Relationship Management Theory. The results show that Hijack Sandals systematically applies the 4M Model: Make: KOL selection is based on alignment with brand values and relevance to the brand image, not just quantitative metrics; Manage: Collaboration management is flexible, granting KOLs creative freedom while focusing guidance on product strengths to maintain authenticity; Monitor: Content monitoring is conducted through previews to ensure message alignment without compromising KOLs' freedom of expression; Measure: Effectiveness is measured through engagement metrics and its ability to drive audiences to the consideration stage. Additionally, relationship management strategies are implemented by building trust, maintaining professional informal communication, and demonstrating a long-term commitment that goes beyond transactional relationships. This approach successfully transforms KOLs into loyal brand advocates and supports the sustainability of soft selling strategies.

Keywords: *Hijack Sandals, Influencer Marketing, Key Opinion Leader (KOL), Relationship Management, Soft selling,*