

ABSTRACT

The development of digital technology has significantly transformed marketing communication strategies, especially in the local fashion industry. Conventional advertising is increasingly being abandoned, with brands now turning to social media and leveraging micro-influencers as key opinion leaders (KOL) to enhance brand awareness. This study aims to analyze the characteristics of micro-influencers as KOL in increasing brand awareness for Jiniso, a local Indonesian fashion brand. This research employs a descriptive qualitative method with an interpretive paradigm, using in-depth interviews and observation of micro-influencer content on the TikTok platform as data collection techniques. The results show that Jiniso's micro-influencers build audience trust through authentic content, responsive communication, and consistency in conveying brand messages in a personal manner. The collaboration between Jiniso and micro-influencers not only increases brand exposure through soft-selling strategies and storytelling but also effectively creates customer engagement and electronic word of mouth (e-WOM). The study concludes that the success of digital campaigns is determined not only by reach but also by the quality of social and emotional relationships among brands, influencers, and audiences. Collaborative and adaptive communication strategies are the key to building brand loyalty and resonance, especially among Generation Z.

Keywords: *Brand Awareness, Jiniso, Key Opinion Leader, Digital Communication, Micro-influencer.*