

ABSTRACT

The trend of sustainable fashion continues to gain momentum among Generation Z, in line with growing awareness of environmental issues. On the other hand, the prevalence of fast fashion, which is more practical and affordable, poses a challenge to changing consumption habits. This has led to textile waste issues, with an estimated 1.08 – 1.26 million tons coming from fast fashion waste. In this context, fashion influencers play a crucial role in promoting sustainability values through effective communication strategies. This study aims to explore the persuasive communication strategies implemented by Rifa Dzahabiyyah, a micro fashion influencer who owns the Instagram account @rifa.dz. This research adopts a qualitative approach using a single case study method based on Robert K. Yin's concept, which emphasizes an in-depth understanding of phenomena within real-life contexts. The AISAS model (Attention, Interest, Search, Action, Share) is used as the analytical framework to examine the stages of the communication strategy applied. Data were collected through in-depth interviews with key informants and expert informants, as well as a content analysis of ten Instagram posts related to sustainable fashion. The results show that Rifa's communication strategy effectively attracts audience attention, generates interest, encourages information searching, triggers concrete actions, and fosters engagement in sharing messages. These findings confirm that the AISAS-based approach can be effectively used to promote sustainable fashion practices on social media, particularly among younger audiences.

Keywords: Persuasive Communication, Sustainable Fashion, AISAS, Instagram, Fashion influencer