

ABSTRAK

Penelitian ini membahas mengenai pengaruh *hashtag engagement* #Peopleweareramahetnik di media sosial Instagram terhadap *brand image* UKM Oemah Etnik. Di era digital saat ini, penggunaan *hashtag* sebagai salah satu *tools* dari komunikasi pemasaran yaitu *interactive marketing* di Instagram memiliki potensi menjadi trend viral dan strategi efektif yang dapat dilakukan UKM khususnya pada *brand fashion* lokal.

Penelitian ini menggunakan pendekatan kuantitatif. Data penelitian didapatkan melalui metode survei dengan menyebarkan instrumen kuesioner online kepada 100 responden. Pengambilan sampel menggunakan teknik *probability sampling* yaitu *followers* di Instagram Oemah Etnik dan pernah membaca #Peopleweareramahetnik. *Hashtag engagement* diukur berdasarkan 3 variabel meliputi *cognitive*, *emotional*, dan *behavioral*. Sedangkan *brand image* diukur berdasarkan variabel *attributes*, *benefits*, dan *brand attitudes*. Uji statistik menggunakan analisis regresi linear sederhana dengan bantuan SPSS versi 20.

Hasil penelitian menunjukkan variabel *hashtag engagement* dan *brand image* UKM Oemah Etnik memiliki korelasi yang kuat dan arah hubungan yang bersifat positif. Selain itu, terdapat pengaruh dari variabel X (*hashtag engagement* #Peopleweareramahetnik) terhadap variabel Y (*brand image* UKM Oemah Etnik) sebesar 45%, sedangkan sisanya 55% dipengaruhi oleh faktor-faktor lain yang tidak disebutkan dalam penelitian ini.

Kata Kunci: *Hashtag Engagement, Interactive Marketing, Brand Image*

ABSTRACT

This study examines the impact of hashtag engagement #Peopleweroemahetnik towards brand image Oemah Etnik which is Small Medium Enterprises (SMEs) at social media Instagram. In digital era, the use of hashtags as one of the tools of marketing communication namely interactive marketing on Instagram has the potential to become a viral and is an effective strategy that SMEs can do especially in local fashion brands.

Quantitative approach used in this study. Research data was obtained through survey methods using an online questionnaire instrument for 100 respondents. Sampling uses probability sampling techniques, that are followers Oemah Etnik's Instagram and have read #Peopleweroemahetnik. Hashtag engagement is based on 3 variables there are cognitive, emotional, and behavioral. Then, brand image variabel is based on attributes, benefits, and brand attitudes. Statistical tests using simple linear regression analysis with SPSS version 20.

The results of this study showed that hashtag engagement #Peopleweroemahetnik and brand image Oemah Etnik SMEs had a strong correlation and the positive direction. In addition, there is an effect of the X variable (hashtag engagement #Peopleweroemahetnik) on variable Y (brand image Oemah Etnik SMEs) in the amount of 45%, while the remaining 55% is influenced by other factors not mentioned in this study.

Keywords: Hahstag Engagement, Interactive Marketing, Brand Image