

ABSTRAK

Nobrandedon Indonesia merupakan sebuah *brand* yang memproduksi pakaian berbahan dasar denim. Tema yang digunakan Nobrandedon yaitu *Japan jeans culture*. Penelitian ini bertujuan untuk menjelaskan alasan Nobrandedon menggunakan *feed* Instagram sebagai pembentuk citra, untuk mengetahui proses pembentukan citra melalui *feed* Instagram, untuk mengetahui hambatan saat proses pembentukan citra dan untuk mengetahui tanggapan *followers* terhadap *feed* Instagram @nobrandedon_ina. Penelitian ini menggunakan konsep pembentukan citra dari Syarifuddin dan Suryanto. Metode penelitian ini menggunakan kualitatif dengan pendekatan studi kasus. Teknik pengumpulan data dilakukan dengan wawancara dan observasi, sedangkan teknik keabsahan data dilakukan dengan triangulasi sumber. Hasil dari proses pembentukan citra melalui *feed* Instagram @nobrandedon_ina mengenai alasan menggunakan *feed* Instagram sebagai pembentukan citra, mudah diakses, dapat mengunggah video 1 menit, adanya perpindahan *platform* dan mudah menjaga pola hubungan dengan *followers*. Proses pembentukan citra melalui *feed* Instagram, adanya penentuan tema, konten dan filosofi dalam perencanaan, *photoshoot* model, *detail* foto produk, *editing offline* hingga *final*, perancangan *caption* dalam produksi dan mengevaluasi tingkat interaktif, informasi yang disampaikan juga penilaian dan *sashiko patch* sebagai identitas fisik Nobrandedon dan citra Nobrandedon belum sepenuhnya sebagai *brand Japan jeans culture*. Hambatan saat proses pembentukan citra pada *feed* Instagram, lamanya waktu diterima, kerapuhan *feed* Instagram, interaksi dengan *followers*. Tanggapan *followers* terhadap *feed* Instagram @nobrandedon_ina, memiliki kejelasan pada setiap unggahan, konten *detail-detail* produk yang disukai *followers*, *sashiko patch* menjadi hal unik bagi *followers*, *mix and match* menjadi sesuatu hal yang baru, hasil *fading-fading* dan sebagian besar *costumer* berasal dari luar negeri.

Kata Kunci : Konsep Pembentukan Citra, Public Relations, Proses Pembentukan Citra, Komunikasi Bisnis

ABSTRACT

Nobrandedon Indonesia is a brand that produces denim clothing using Japanese jeans culture as a theme. The purposes of this research are to explain the reason Nobrandedon uses their Instagram feed as the image formation, second is to identify the image formation process through their Instagram feed, next is to find out obstacles during the image formation process, and the last is to find out the followers responses to @nobrandedon_ina's Instagram feed. This research uses the concept of image formation from Syarifuddin and Suryanto. The writer uses qualitative case study approach method. The data collection techniques was done by interview and observation, and the data validity technique was done by using triangulation of sources. As the result of this research, the writer found the reason why @nobrandedon_ina uses their instagram feed as the image formation are because it is easy to access instagram, it can even upload a one minute video, it is easy to move to another platform, and it is easy to interact with followers. Second is process of image formation are the theme was determined, the content and the philosophy are planned, the models photoshoot and product photos are detailed, the offline editing is final, the caption design and evaluate are interactive, the information is conveyed well and Nobrandedon image is not yet entirely a Japanese jeans culture brand. Third is the obstacles during the image formation process are the length of received time, the tidiness of instagram feed, and the interaction with the followers. Last, the followers responses for @nobrandedon_ina feed are that their instagram post has a clear explanaiton, the followers like the detail of the product that their post showed, followers think that sashiko patch is a unique item from their instagram, followers like the idea of mix and match on their instagram feed, the editing of the image, and most costumer are from overseas.

Keyword: Concept Of Image Formation, Public Relations, Image Formation Process, Bussines Communication