

Analisis Strategi Co-branding UNIQLO dengan Karakter Manga dan Anime dalam UT Collection = Analysis of UNIQLO's Co-branding Strategy with Manga and Anime Characters in UT Collection

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Abstrak

Beberapa tahun terakhir ini industri fashion mengalami perkembangan pesat yang menyebabkan persaingan antara merek semakin ketat. Untuk menyiasati ketatnya persaingan dalam industri fashion, merek perlu menerapkan strategi tertentu. Co-branding merupakan strategi pemasaran berbasis kolaboratif yang banyak digunakan oleh merek. UNIQLO merupakan salah satu merek yang berhasil dalam menerapkan strategi co-branding dengan menyasar komunitas manga dan anime. Dengan menggunakan metode analisis isi kualitatif, jurnal ini menganalisis strtaegi co-branding yang telah diterapkan oleh UNIQLO dengan karakter manga dan anime terhadap spill offers effect, penurunan risiko saat peluncuran produk baru, dan peningkatan pendapatan merek.

.....In recent years, the fashion industry has been rapidly growing, which has led to tighter competition between brands. To address the tight competition in the fashion industry, brands need to use particular strategies. Co-branding is a collaborative-based marketing strategy that many brands use. UNIQLO is one brand that has successfully implemented a co-branding strategy by targeting the manga and anime community. Using a qualitative content analysis method, this journal analyzes the co-branding strategy that UNIQLO has implemented with manga and anime characters toward the spill offers effect, decreased risk during the launch of new products, and increased brand revenue.