



THE IMPACT OF INFLUENCER-DRIVEN DIGITAL STRATEGIES ON EA7 EMPORIO ARMANI INDONESIA'S BRAND AWARENESS

MUTIARA AZZAHRA



DIGITAL COMMUNICATION AND MEDIA
SCHOOL OF VOCATIONAL
INSTITUT PERTANIAN BOGOR
BOGOR
2025

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Mutiara Azzahra
J0301211345

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SUMMARY

MUTIARA AZZAHRA. The Impact of Influencer-Driven Digital Strategies on EA7 Emporio Armani Indonesia's Brand Awareness. Supervised by WILLY BACHTIAR.

This research investigates the impact of influencer-driven digital strategies on brand awareness, using EA7 Emporio Armani Indonesia as the case study. As a luxury fashion brand that re-entered the Indonesian market in 2023, EA7 actively engages in digital branding, particularly through Instagram. The research was conducted to understand how different influencer attributes contribute to consumer awareness across various stages, from initial recognition to top-of-mind recall.

The purpose of this research is to identify which factors among influencer type, credibility, content format, engagement, and brand fit significantly influence brand awareness. The research employs a quantitative descriptive method, using a survey distributed online to Instagram users who follow the official EA7 Emporio Armani Indonesia account. A total of 143 valid responses were collected based on purposive sampling criteria. The analytical tool used in this research is ordinal logistic regression, appropriate for assessing ordered categorical outcomes.

The results show that three variables, credibility, engagement, and brand fit, have a significant positive effect on brand awareness. Influencer type and content format, on the other hand, do not show significant influence. These findings suggest that audiences are more affected by influencers who are seen as trustworthy, relatable, and well-aligned with the brand, rather than by the influencer's popularity or the technical format of the content. The model demonstrates a strong statistical fit, with high explanatory power in predicting consumer awareness outcomes.

In conclusion, the research confirms that in the context of luxury fashion branding, substance matters more than surface. Influencer marketing strategies should focus on delivering credible, engaging, and brand-consistent messages to effectively build awareness among digitally active audiences.

Keywords: brand awareness, digital marketing, ea7 emporio armani, influencer, instagram



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MUTIARA AZZAHRA

Undergraduate Thesis
as one of the requirements for obtaining
a Bachelor of Applied Science degree in
Digital Communication and Media Study Program

**DIGITAL COMMUNICATION AND MEDIA
SCHOOL OF VOCATIONAL
INSTITUT PERTANIAN BOGOR
BOGOR
2025**



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Undergraduate Thesis Title : The Impact of Influencer-Driven Digital Strategies
on EA7 Emporio Armani Indonesia's Brand
Awareness
Name : Mutiara Azzahra
NRP : J0301211345

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Approved by

Advisor:

Dr. Willy Bachtiar, S.I.Kom., M.I.Kom.

Acknowledge by

Head of Academic Program:

Dr. Hudi Santoso, S.Sos., M.P.

IEIN 20180719 800524 1 001

Dean of Vocational School:

Dr. Ir. Aceng Hidayat, M.T.

IEIN 19660717 199203 1 003

Undergraduate Thesis Defense:
June 16, 2025

Graduation Date:

PREFACE

All praise and gratitude be to God Almighty, who has granted strength, health, and perseverance throughout the process of completing this undergraduate thesis titled “The Impact of Influencer-Driven Digital Strategies on EA7 Emporio Armani Indonesia’s Brand Awareness on Instagram.” This thesis is submitted as part of the requirements to obtain a Bachelor of Applied Communication Science degree at the Department of Communication, School of Vocational Studies, IPB University.

This research was conducted from February to April 2025, reflecting both academic and practical interests in the field of digital communication and marketing, particularly in the context of luxury fashion branding. The topic was inspired by the author’s academic foundation and hands-on experience during an internship, with a special focus on the marketing communication strategies implemented by EA7 Emporio Armani Indonesia.

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The author acknowledges that this thesis is far from perfect. Constructive suggestions and critiques are highly welcome to enhance the quality of future academic work. May this thesis contribute meaningfully to the field of communication and provide insight to students, academics, and industry practitioners alike.

Bogor, July 2025

Mutiara Azzahra



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