

## ABSTRAK

Penelitian ini mengkaji pengaruh pengetahuan audiens tentang konsep inklusivitas tubuh terhadap citra merek Jiniso dalam kampanye #SizeDon'tMatter. Persoalan utama yang diteliti adalah bagaimana pemahaman audiens mengenai inklusivitas tubuh dapat memengaruhi persepsi mereka terhadap citra merek Jiniso. Hipotesis dalam penelitian ini terbukti menunjukkan bahwa tingkat pengetahuan audiens tentang inklusivitas tubuh berpengaruh terhadap citra merek Jiniso dalam kampanye #SizeDon'tMatter. Penelitian ini menggunakan teori citra merek dan konsep inklusivitas tubuh yang mencakup tiga dimensi utama sebagai variabel independen (X), yaitu *body diversity* (X1), fitur tubuh yang unik (X2), dan interseksionalitas (X3). Metode penelitian yang digunakan adalah survei kuantitatif dengan responden sebanyak 278 orang yang pernah terpapar kampanye #SizeDon'tMatter. Hasil penelitian menunjukkan bahwa terdapat hubungan positif dan signifikan antara pengetahuan audiens tentang inklusivitas tubuh dengan citra merek Jiniso. Dari ketiga variabel independen, interseksionalitas (X3) memiliki pengaruh paling kuat terhadap citra merek Jiniso, sementara *body diversity* (X1) memiliki pengaruh paling lemah. Demikian, kampanye #SizeDon'tMatter berhasil memperkuat citra Jiniso sebagai merek yang inklusif, meskipun masih perlu penguatan dalam aspek keunggulan dibandingkan pesaing.

**Kata Kunci :** Inklusivitas Tubuh, Citra Merek, Kampanye.

## ABSTRACT

*This study examines the influence of audience knowledge about the concept of body inclusivity on Jiniso's brand image in the #SizeDon'tMatter campaign. The main issue studied is how audience understanding of body inclusivity can influence their perception of Jiniso's brand image. The hypothesis in this study is proven to show that the level of audience knowledge about body inclusivity influences Jiniso's brand image in the #SizeDon'tMatter campaign. This study uses brand image theory and the concept of body inclusivity which includes three main dimensions as independent variables (X), namely body diversity (X1), unique body features (X2), and intersectionality (X3). The research method used is a quantitative survey with 278 respondents who have been exposed to the #SizeDon'tMatter campaign. The results of the study show that there is a positive and significant relationship between audience knowledge about body inclusivity and Jiniso's brand image. Of the three independent variables, intersectionality (X3) has the strongest influence on Jiniso's brand image, while body diversity (X1) has the weakest influence. Thus, the #SizeDon'tMatter campaign successfully strengthened Jiniso's image as an inclusive brand, although it still needs strengthening in favorable aspects compared to competitors.*

**Keywords:** *Body Inclusivity, Brand Image, Campaign.*