

ABSTRACT

This study aims to analyze the extent to which the brand image of PAPER fashion products influences the level of consumer trust (brand trust). A strong brand image is seen as a valuable asset for a brand because it can differentiate the brand from competitors and build strong relationships with consumers. In the context of the increasingly competitive fashion industry, an in-depth understanding of the influence of brand image on brand trust is very important. This study uses a qualitative approach by interviewing the CEO, employees, and consumers of PAPER fashion products. The data obtained were then analyzed using a phenomenological paradigm. This study aims to understand how the brand image of PAPER fashion products shapes consumer trust through their subjective experiences. Using a phenomenological approach, this study explores the meaning behind the experiences and perceptions of CEOs, employees, and consumers towards various dimensions of brand image, such as product quality, design, price, and overall brand image. The phenomenon studied in this study is consumer trust in the PAPER fashion brand, which is measured through the dimensions of trust in product quality, trust in the brand, and repurchase intention. The results of the study indicate that a strong brand image, which includes visual elements, product quality, and communication strategies, is successful in building consumer trust. This trust in turn increases consumer loyalty and willingness to recommend the product to others. In addition, the personal experience factor of consumers plays an important role in shaping perceptions of brand image, which shows the importance of service quality and product consistency. The use of social media as an effective communication tool also helps strengthen brand trust. The results of this study are expected to contribute to the development of science, especially in the field of marketing. In addition, the results of this study can also provide input for fashion manufacturing companies PAPER in formulating effective marketing strategies to build stronger brand trust.

Keywords: *media monitoring, media relations, news, public relations strategy.*