

Implementation of Ambush Marketing in 10 Local Brands at “Paris Fashion Week 2022” Phenomena

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ABSTRACT

This research discusses how to apply ambush marketing to 10 local Indonesian brands in the “Paris Fashion Week 2022” phenomenon. This study argues that this phenomenon is part of ambush marketing, where 10 (ten) local Indonesian brands hold independent fashion shows in Paris on behalf of Paris Fashion Week 2022. The focus of the problem in this research is on how ambush marketing in this phenomenon is viewed from the business side, the communication side, the ethical and moral side, and the legal side. Of the 10 (ten) local brands, the ones that had the most attention are the ayam geprek and skincare brands. This study argues that ambush marketing generally occurs at major sporting events in the world, but this time it is something relatively new at fashion shows. This research uses a qualitative descriptive approach with a case study method. This method was carried out by observing and studying internet news regarding 10 (ten) local Indonesian brands appearing at the 2022 Paris Fashion Show. Data collection techniques were carried out by collecting references and data literature from various sources, such as books, journals, and the internet, related to ambush marketing. This study uses the concept of “ambush marketing” as an analytical tool to explain the practices carried out by 10 (ten) local Indonesian brands in ‘riding’ the Paris Fashion Week 2022 event. The urgency of this research is to add to the literature on ambush marketing in the Indonesian context, which is rarely discussed in communication studies.

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Article history

Received 04-01-2023

Revised 14-03-2023

Accepted 25-03-2023

Keywords

advertising

ambush marketing

local brands

Paris Fashion Week

1. Introduction

This research discusses the implementation of ambush marketing in 10 local brands at the “Paris Fashion Week 2022” phenomenon (Guerra-Bustamante et al., 2021). This research will also discuss how ambush marketing can be seen from various perspectives, namely from the business side, the communication side, the ethical and moral side, and the legal side (Castronovo & Huang, 2012). The significance of this research is to find out how ambush marketing is seen in the Indonesian context, bearing in mind that this practice generally occurs globally but rarely in Indonesia. Moreover, the phenomenon of Paris Fashion Week 2022 was liked by the mainstream media because it made many people angry about the public lies perpetrated by several local brands (Wright et al., 2012). Meanwhile, this research is urgent to add to the literature on ambush marketing, which is rarely discussed in communication studies (Choi et al., 2021).

This “Paris Fashion Week” phenomenon later became viral because an Indonesian businessman, Lucky Heng, speak up about his disappointment and posted it on his personal Instagram story. According to him, these local brands claim that the shows they hold are officially part of on-

schedule Paris Fashion Week. Furthermore, netizens in Indonesia began to voice their disappointment at all those local brands that appeared at Paris Fashion Week because they had cheated (Brambilla et al., 2021). Upon investigation, it turned out that the event was a slot traded by the media and agencies in Paris by inserting fake schedules into the official Paris Fashion Week calendar. Ultimately, this issue became national news that harmed 10 (ten) local brands participating in the Paris Fashion Show, especially *ayam geprek* and the skincare brand (Beltrami et al., 2020).

These are 10 (ten) local brands involved in Paris Fashion Week (Kemenparekraf, 2022): (1)Leanna Marshall x MS Glow; (2)Greenlight x Ican Harem; (3)3Seconds x Danjyo Hiyoji; (4)IKYK x Scarlett; (5)Chayra by Tika Ramlan; (6)Dekranasda; (7)Shade Signature x Kosme x Mulsk Beauty; (8)Yanti Adeni Couture x Ayam Geprek Benu; (9)La Sabelle x Em.En Hair Design; (10)Brand No Brand.

Responding to this, Gekrafs as the organizer of the event, clarified that from the start, they had informed that this event was not affiliated with FHCM as the official organizer of Paris Fashion Week and was off schedule, alias outside the official Paris Fashion Week schedule (Wang, 2020). A promotional media poster says, "Paris Fashion Show at/during Paris Fashion Week". In other words, this event is an independent fashion show in conjunction with the Paris Fashion Week event (Silva & Bonetti, 2021).

An Indonesian designer, Harry Halim, also clarified that generally, Paris Fashion Week has 2 (two) parts of the event, namely on and off schedule (Halim, 2022). What is meant by "on schedule" are the designers or brands appearing in the venue and schedule of Paris Fashion Week, which has been officially determined (Rodgers et al., 2021). Those who can appear on the agenda are the world's prominent brands and designers who have passed the strict curation and selection process from FHCM. Only the best of the best can perform on schedule. Meanwhile, off-schedule is a fashion event outside the official Paris Fashion Week venue and calendar, but at the same time (Arrigo, 2022). Young brands and designers from various countries can also hold off-schedule shows at Paris Fashion Week, especially for newcomers (Domingos et al., 2022).

Nonetheless, in reality, there were indeed 2 (two) brand representatives from Indonesia who officially became part of the event, namely Sean Sheila and Jewel Rocks (Ertz et al., 2020). Sean Sheila is a fashion brand from Indonesia inspired by and often focuses on problems in the surrounding community, primarily environmental issues, such as consumerism and pollution. Sean Sheila has consistently participated in various showrooms during Paris Fashion Week moments since 2017 (Nufer, 2016). Meanwhile, Jewel Rocks is a jewelry brand from Bali that often collaborates with several artisans in silver, resin, glass beads, and so on. Through the "Indonesian Designers in Paris by L'Adresse Paris Agency" program, they had opportunity to showcase their work at the official Paris Fashion Week event and on schedule at the Palais Brogniart, Paris (Hanafi, 2018).

Historically, Paris Fashion Week was first held in 1977 and was mainly aimed at promoting French culture through fashion (Yun et al., 2020). Apart from Paris Fashion Week, there are 3 (three) other prestigious and influential fashion weeks in the world, namely New York Fashion Week (NYFW), London Fashion Week (LFW), and Milan Fashion Week (MFW). Paris Fashion Week is generally held 2 (two) times a year, with Spring/Summer and Autumn/Winter collections. In this context, the official Paris Fashion Week will be held from 28 February to 8 March 2022.

Several experts consider that the 10 (ten) local brands are carrying out ambush marketing, a marketing strategy in which they deliberately "ride" a big event and associate themselves with it. In fact, in reality, they are not officially related at all (Shaw, 2022). Several big world brands often apply marketing tricks like this. Still, the Paris Fashion Week 2022 phenomenon is a different matter because, in the context, there are 2 (two) brands that are most highlighted and have nothing to do with the realm of fashion, namely MsGlow and Geprek Benu. Therefore, this study explores, analyzes, and explains this phenomenon in scientific writing by looking at it from the business side, the communication side, the ethical and moral side, and the legal and legal side.

2. Theoretical Framework

Advertising is one of the most common commercial activities carried out using social media. With social media, advertisers can harness the power of social influence to convey word-of-mouth advertising messages. In this case, social media is a strategic tool that is very influential in reaching customers and marketing success (Tomanek, 2020). However, with increasing trends coupled with increasingly fierce competition, advertisers must compete to create advertising and marketing with creative and innovative strategies. In addition, social media is also unavoidable because it can aim to build experiential marketing, where a brand directly invites, involves, and encourages consumers to participate in a brand evolution.

In advertising, ambush marketing also experiences evolution and development from time to time. Ambush marketing is a form of associative marketing designed by a company to capitalize on the awareness, attention, goodwill, and other benefits of an event, without having an official or direct relationship with the event (Ertz et al., 2020). In specific contexts, ambush marketing is also referred to as parasitic marketing because brands that are not official sponsors can take advantage of the event to promote their products. They took advantage of this euphoria to get the spotlight from the media and consumers' attention at the event, so they became the subject of public discussion.

Historically, ambush marketing emerged from the Olympics held in 1986 in Atlanta. In this match, the official sponsor was Reebok. However, Nike did ambush marketing by buying all the billboards in the city where the Olympics was held and placing advertisements during the event. Besides that, Nike shoes for several athletes who compete in the Olympics, so they get the exposure they are covered in the mass media. Nike's actions aim to shape public perception as if Nike were the main sponsor of the Olympics. Nike's achievements in building ambush marketing were then repeated in several other sporting events. This strategy has succeeded in tricking the public because people thought his official sponsor was Nike, not Adidas.

Ambush marketing is also categorized into 2 (two) types, direct ambush marketing, and indirect ambush marketing:

Table 1. Two types of ambush marketing (Shaw, 2022)

Types of Ambush Marketing	
Direct Ambush Marketing	Indirect Ambush Marketing
<p>Predatory Ambushing Predatory ambushing is a marketing action that deliberately attacks competitors' activities as official sponsors to confuse consumers about who the official sponsor is. Example: Coca-Cola suddenly appeared at the Pepsi Asia Cup in 1997 and pocketed Pepsi's television sponsorship rights</p>	<p>Associative Ambushing Associative ambushing is a marketing action to official sponsors that divert focus from other official sponsors in the event concerned</p>
<p>Coat-tail ambushing Coat-tail ambushing is a marketing attempt to associate oneself with the event in question by "playing on" connections, even if unsolicited and not being an official sponsor. Example: Adidas sponsors soccer athletes participating in the Olympics, whereas Nike is the official sponsor</p>	<p>Values Ambushing Values ambush is a marketing action that appeals to the same values or involves the same theme as the event. Example: Puma promoted its football line using the tagline "Together Everywhere" at the 2008 European Championship in a direct place that month.</p>
<p>Self-Ambushing Self-Ambushing is a marketing action to create non-conventional interactions to promote products or services. Example: UNICEF succeeded in making the public excited about the dirty water conditions in New York by placing drinking bottles filled with muddy water along the streets</p>	<p>Distractive Ambushing Example: Bentley set up a line of Bentley cars outside the golf club adjoining its hosts during the 2008 Open Championship game to pique the crowd's interest.</p>
<p>Property Infringement Property Infringement is a marketing action by using protected intellectual property without permission to associate it with the event in</p>	<p>Pre-emptive Ambushing Pre-emptive ambushing is a marketing action where the product is the event/product itself. Example: Nike held a global "human race"</p>

Types of Ambush Marketing	
Direct Ambush Marketing	Indirect Ambush Marketing
question, such as using logos, words, symbols, or unauthorized references. Example: online gambling company, Unibet, released a series of magazine ads in a Polish magazine featuring the phrase “Euro 2008” in their ads.	contest in 24 countries, including where the 2008 Olympics was held. Nike then succeeded in targeting the target market throughout the Olympics.

In another context, a wall paint brand called “Rona” also implements this ambush marketing strategy. Initially, the ad was created by the Apple company in 2010, but then it was continued with the Rona brand without Apple’s knowledge. The advertisement shows that Apple launched the iPod Nano product, which consists of 7 (seven) color choices. At that time, Rona saw an opportunity from the iPod Nano ad to increase awareness and product sales. Finally, Rona created an ad by linking the Apple ad with her wall paint ad, as if the color choice on the iPod Nano matched the color choice on the wall paint for the Rona brand.

Therefore, brands can offer various opportunities to carry out promotions or campaigns, including inserting ambush marketing tricks. According to (Chadwick & Burton, 2011) at least 5 (five) ambush marketing techniques that brands can adopt: (1) sponsoring media coverage of the event; (2) sponsoring aggressively by exploiting the event; (3) engaging in a publicity campaign during the event; (4) implement promotions outside of the official sponsor during the event; (5) take advantage of marketing opportunities that are easily identified or that are missed by official sponsors, such as facilitating participants during an event.

3. Method

This research uses a qualitative descriptive approach with a case study method. A case study is a research approach used to generate an in-depth and diverse understanding of complex problems commonly found in everyday life. The case study method is usually used in various disciplines, especially social sciences. This study uses the case study method to explore, analyze, and explain an event or phenomenon in depth in a real-life context. In this case, the researcher wanted to find out how the implementation of ambush marketing was applied to 10 local brands at the “Paris Fashion Week 2022” event (Nick Burton, 2019). Based on previous research in advertising studies, research on ambush marketing in the last 20 years usually examines 3 (three) main topics, (1) the impact of ambush marketing in communication studies (Chadwick & Burton, 2011); (Lin et al., 2020); (Nicholas Burton & McClean, 2020) (2) ethical and moral aspect of ambush marketing campaigns (Aytaç, 2021); (Yun et al., 2020) and (3) legal issues of ambush marketing activities (Nick Burton & Chadwick, 2019); (Nufer, 2016).

Data collection techniques in this study were also carried out by collecting references and data literature from various sources, such as books, journals, the internet, and social media related to the phenomenon of ambush marketing around the world (Shaw, 2022). The research was also carried out by quoting the opinions of experts in the field of fashion, such as Ivan Gunawan, Merdi Sihombing, and Harry Halim. In addition, the researcher also quotes from the opinions of industry professionals and academic researchers, such as Prof. Rhenald Kasali and Dr. Indrawan Nugroho. This method explores their understanding and thoughts about ambush marketing. After collecting the data, the researcher compiled it into the results and discussion sub-chapters, linking it to the theories and concepts in ambush marketing (Zhu, 2020).

Recently, research on ambush marketing has experienced a shift, in which researchers tend to use qualitative methods to analyze case studies and in-depth interviews rather than just building consumer memory. Unfortunately, until now, there has been no clear conceptualization and understanding that offers a limited perspective on the goals, motives, and use of ambush marketing as a marketing communication tool. This research raises new concerns about the impact of ambush marketing on event organizers and ambush marketing actors. Even though it has experienced development, ambush marketing is a study in advertising and marketing studies that still requires further research and analysis. This study focuses on how ambush marketing is implemented in the Indonesian context and analyzes the methods and strategies used in this ambush marketing practice.

4. Results and Discussion

Based on the results and data findings, researchers tried to analyze this phenomenon through 4 (four) perspectives: the business side, the communication side, the ethical and moral side, and the legal and legal side. These four points will be explained in the following sub-chapters.

4.1. Ambush Marketing from a Business and Fashion Industry Perspective

In an era that is experiencing a supply revolution, people no longer demand is experiencing fluctuations. Still, the goods and services offered are available everywhere and in substantial quantities (Lin et al., 2020). Several decades ago, maybe Indonesian people rarely wanted to work as entrepreneurs. However, everyone was competing to become entrepreneurs and create their products this time, so there was crazy competition in the business world. Ultimately, business people must deal with people who compete with each other's intelligence and concepts.

Ivan Gunawan, a famous Indonesia fashion designer, explained that holding fashion shows abroad is unlike in Indonesia. According to him, it would be a shame if local brands succeeded in maintaining a fashion show in Paris, which is the center of the fashion world but did not show euphoria by asking for 'applause' or being reported by the media in Indonesia. Especially in this world of marketing, business is evolving. Currently, the goal of marketing is to go viral and get high exposure. And this is not a problem because it is common in the world of showbiz.

Ivan also advised that whatever form it takes, the 10 (ten) local brands exhibited in the Paris Fashion Week series yesterday must still be appreciated because that's where thought, money, and energy are wasted. He said:

"At that time, the Fashion Division as the Event Organizer (EO) was indeed holding a fashion show for the Westin Paris Vendome Hotel, and it was sold to anyone, so we bought the slot through the Event Organizer (EO). So, there's nothing wrong with the EO selling fashion show slots to local brands in Indonesia like us. They had good intentions for opening the gate. It's like, "Let's go to Paris! let's make your dreams come true". I'm sure everyone wants to go international, wants their fate to change, wants opportunities or new doors to open ahead" (Gunawan, 2022).

The public is also concerned about how those local brands bring in the crowd by inviting several influencers, re-sellers, and media partners. In response, bringing supporters from Indonesia is legitimate, especially for a designer whose name is not too big because every brand company starts from the bottom. Based on experience, designers invite the closest people they know first to attend their shows. From the event, these brands have the potential to be eyed by the media in Indonesia and can meet potential buyers. Thus, this is a "bridge" for them to be better known.

Ivan Gunawan (2022) also explained the criteria for participants attending Paris Fashion Week and whether ordinary people from outside Paris may attend the event. He said, "PFW contains the world's top celebrities. But if, for example, we as ordinary people are top buyers of a big brand, says Louis Vuitton, then we manage to spend money according to their target. We can represent Indonesian high society by watching PFW". Meanwhile, designers or brands that can appear at Paris Fashion Week are those who are officially invited and who are willing to pay or pay a separate fee so they can be included on the Paris Fashion Week agenda. The Indonesian designers who have officially appeared at the event are Tex Saverio and Didit Prabowo. Both are designers from Indonesia who have been going international for a long time and have a target market on a global scale as well.

However, some still disagree, are disappointed, and regret this promotion. Oscar Lawalata stated this as an Indonesian designer on his personal Instagram account. He says, "Whatever the reason, wasted money is wasted and becomes an embarrassing result. Raising the fashion creativity of the nation's children requires a solid team that understands the feasibility of the world stage. Fashion does not grow out of sensation" (Putong, 2022). According to her, work must start with honesty because honesty will bring out originality and build a character with integrity.

From a business perspective, the negative impact of ambush marketing for the event in question is that it might decrease the value of the investment made by obtaining an official association with the event. Ambush marketing will also lead to claims for loss or reduced revenue from event ownership that could be expected in exchange for licenses or sponsorship rights. For big players,

taking the risky path is a choice, but for small players, it is often the only way, especially if they are not prominent businessmen who can burn hundreds to millions of dollars.

Compared to ambush marketing and other controversial advertisements done mainly by the world's big brands, this "Paris Fashion Show" phenomenon is nothing. In the business and entertainment industry, business people are required to be creative so that their work can be seen and heard. Therefore, unconventional methods are the only option. These innovations allow playing at the ends of the boundaries to break through the crowd. Some people can't make big jumps by walking the way most people can. This marketing trick is indeed considered risky, and there will always be people who sneer, but it is needed in the business industry. Thus, as long as the strategy does not have bad intentions, does not violate the law, and does not harm other people, it is acceptable to do it.

4.2. Ambush Marketing from a Communication Perspective

Besides ambush marketing, Dr. Indrawan Nugroho (2022) also assesses that the Paris Fashion Show phenomenon is an attempt to present "Sinatra Effects". Sinatra Effects is a marketing action to create "conversation" or become a topic of conversation, which is expected to boost the value of the brands participating in the event. Sinatra Effect has a motto, "If you can make it there, you can make it anywhere". In this case, the 10 (ten) local brands wanted to create the perception that by participating in the event in Paris, where Paris is the center of the fashion world, these brands can be said to be great. Unfortunately, this strategy created a backfire for them.

This phenomenon regarding Paris Fashion Week is just a matter of communication. This problem stuck out to the public due to misleading the committee and the participants. Unilaterally, they announced that this is a part of the official Paris Fashion Week, with involves the government and Ministry, and it was inappropriate. According to Merdi Sihombing, an Indonesian designer, this phenomenon occurred because of communication that was not adequately developed between 3 parties, namely the Fashion Division as the Event Organizer (EO), Indonesia-5 as a trusted agent, and Gekrafs. Even though previously all brands had been briefed and received SOP for the event, there were still parties who incorrectly stated, whether intentionally or not, that their event was part of the Paris Fashion Week event, not the Fashion Show in Paris. In this case, Fashion Division is an Event Organizer (EO) that organizes Paris Fashion Week off-schedule, encouraging young and talented designers to show their work in Paris.

This phenomenon provides a lesson for organizers and brand owners, so such events must always be maintained. Even though it doesn't use the logo, mentioning it to the public must be clear and correct so that misunderstandings like this do not occur. Don't let the organizers, who have good intentions by bringing local brands to the international scene, not learn from their mistakes. Apart from communicating, they must also pay attention to matters relating to ethics, morals, law, and legality, such as what is permissible and what is not. In addition, this PFW phenomenon also teaches local brand owners to be better at innovating and strengthening our creations rather than making fake news to make them look cool.

4.3. Ambush Marketing from an Ethical and Moral Perspective

Ethical behavior is indeed a must if the industry is to be maintained. Ethical business practices are essential in every industry, including digital marketing. Ethical marketing tends to make legitimate claims to attract potential customers. Customers can start trusting the brand when they perceive marketing practices to be authentic and genuine. The trust aims to develop brand loyalty, keeping customers coming back and encouraging them to spread the good word about the brand.

Unethical marketing practices are usually carried out by arousing anger or grief to manipulate consumer decisions by targeting ordinary people. Business people with ethics tend to sympathize with the emotions and feelings of their consumers, while those who do not will take advantage of the situation. According to the context of this research, customers expect transparency, and newer technology will give them access to it. It means mutual trust helps to create brand loyalty, which encourages customers to recommend the brands to others and keeps them coming back.

Based on the data findings, the 10 (ten) local brands did not do anything that violated social or business norms but were a form of creativity. In this case, it is not a matter of right or wrong but

about agreeing or disagreeing, liking or disliking, and appropriate or inappropriate. This phenomenon has caused enormous anger among the people of Indonesia. Moreover, the “Paris Fashion Show” phenomenon emerged when the public was furious and concerned about the flexing trend, which is widely discussed in the mass media and social media. Society considers that the “Paris Fashion Show” phenomena happening at this time can be related to flexing and fraud.

So far, there are no significant moral rules in force in the creative industries because it is feared that these rules will hinder or even undermine the creative industries. Nonetheless, industry players must stop pretending that such unethical marketing practices are condoned and acceptable in society. However, building a brand must be accompanied by trust. If the trust from the customer has decreased, then the customer may not want to trust the brand anymore. It is also feared that this will negatively impact the long term.

4.4. Ambush Marketing from a Legal and Legal Perspective

In the business world, unethical marketing tricks often occur. However, business people can still do it because it is a business interest (Yufriadi et al., 2018). In addition, many consumers are unaware of the unethical marketing tricks these brand campaigns can get away with. Saiful Huda also said (Saiful Bahri, 2020), “Actually, this marketing technique has happened several times in Indonesia and the world, even though the model is different and is not superimposed on international events” (Kompas TV, 2022).

However, from a legal and legal standpoint, ambush marketing can also be associated with violations of intellectual property rights, such as the use of trademarks, copyrights, unlawful manufacture of merchandise, or illegal ticket redistribution (Nicholas Burton & McClean, 2020). Even so, the phenomenon at Paris Fashion Week 2022 did not reach the violation stage because Gekrafs and the 10 (ten) local brands did not include the official Paris Fashion Week logo on the e-poster uploaded to social media (Hermiani & Alamsyah, 2014).

5. Conclusion

Based on the results and discussion, the researcher has explained how the phenomenon of 10 local brands claiming to appear at the Paris Fashion Week event is viewed from 4 (four) perspectives, namely from the side of the business, communication, ethics, and morals, as well as law and legality. The study results explain that this marketing practice is a matter of creativity and business competition, where they apply innovatively and out-of-the-box marketing techniques through international channels. Other findings also clarify that this practice of ambush marketing is legally permissible but morally unethical. This practice is indeed common in advertising and marketing but unethical because it is considered “deceiving” consumers. Even though their main goal is to go viral, become a conversation topic in Indonesia, and increase brand speaking ability, this practice can reduce brand trust. In the end, a brand must still consider the long-term effect on the trust of its consumers.

In this case, creativity is needed in this era of competition. However, if the invention is inappropriate, ambush marketing can become “backfire”. People who work for a company brand, especially in the industrial sector, must maintain ethics and not manipulate consumer information. Especially in this era of social media, the truth will always find a way. Thus, this Paris Fashion Week phenomenon teaches us that it is better to carry out marketing practices or strategies in a more creative, innovative, productive, and honest way without engineering. Work must start with honesty because honesty will appear originality and build a character with integrity.

The drawback of this study is that researchers have difficulty finding literature or previous research on ambush marketing that is 1 (one) to 5 (five) years back, especially in the Indonesian context. This difficulty is because ambush marketing rarely occurs in Indonesia, so research on ambush marketing is seldom discussed and has never been a significant issue in research. Therefore, research on ambush marketing does not get an adequate portion in communication studies/studies because ambush marketing is a concept that occurs in advertising, marketing, and psychology. Therefore, it is hoped that further research can continue and refine this research in more detail and comprehensively.

Acknowledgment

In this part, the author would like to thank Allah SWT for His blessings and grace so that the completion of this paper could happen. The author would also say thanks to the author's parents, who always give motivation and support in any circumstances.

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