

# **TWEETING ELEGANCE: ANALYZING GUCCI'S COMMUNICATION STRATEGIES ON X PLATFORM**

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## **ABSTRACT**

This study explores Gucci's communication strategy on the X platform (formerly Twitter), focusing on how the brand conveys elegance, constructs its communication style, and engages with its audience. The study uses a qualitative descriptive method with observation techniques applied to 30 posts published by the official @Gucci account from March to May 2025. The analysis is based on several indicators, including the use of visual and verbal communication, communication style, and interaction patterns. The findings show that Gucci consistently portrays elegance through the use of clear, concise, and aesthetically refined language, supported by high-quality visuals that align with the brand's luxurious identity. The communication style is predominantly assertive—confident and respectful—while audience engagement is mainly informational and identity-oriented, rather than dialogic. These strategies reinforce Gucci's positioning as a high-end brand and demonstrate how elegance can be effectively communicated in a digital environment.

*Keywords: Gucci, communication strategy, elegance, X platform, assertive communication, audience interaction, qualitative research*