

# Strategi Marketing Public Relations Wardah Dalam Mempertahankan Brand Image Di Masa Pandemi Covid-19 (Studi Pada Kampanye Wardah "Beauty Moves You") = Wardah's Marketing Public Relations Strategy In Maintaining Brand Image During The Covid-19 Pandemic (Study On Wardah's "Beauty Moves You" Campaign)

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## Abstrak

Industri kecantikan dan kosmetik, menjadi industri yang mengalami pertumbuhan signifikan pada masa pandemi Covid-19. Pertumbuhan ini berdampak pada semakin kompetitifnya persaingan pasar industri kecantikan dan kosmetik di Indonesia. Hal yang terpenting dalam persaingan pasar adalah bagaimana perusahaan dapat membentuk dan mempertahankan brand image. Brand image yang kuat menjadi aspek jangka panjang yang penting bagi perusahaan untuk dapat memenangkan persaingan pasar yang kompetitif. Salah satu cara yang dilakukan untuk membangun, memperkuat, dan mempertahankan brand image adalah melalui penggunaan strategi marketing public relations (MPR). Tulisan ini menganalisis terkait strategi marketing public relations yang dilakukan Wardah sebagai salah satu brand kosmetik lokal di Indonesia, dalam kampanye "Beauty Moves You", sebagai upaya untuk mempertahankan brand image di masa pandemi Covid-19. Hasil analisis dari tulisan ini menyatakan bahwa Wardah menjalankan strategi marketing public relations yang terdiri dari push, pull, dan pass strategy, melalui berbagai cara seperti iklan, publikasi, penyelenggaraan events, speech, news, sponsorship, dan public service activities. Secara keseluruhan disimpulkan bahwa, Wardah mampu beradaptasi di tengah masa pandemi Covid-19 dengan menjalankan strategi marketing public relations yang mengoptimalkan penggunaan platform digital, seperti media sosial dan website, sebagai upaya untuk mempertahankan brand image yang dimilikinya.

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The beauty and cosmetics industry has experienced significant growth during the Covid-19 pandemic. This growth has an impact on the increasingly competitive market competition of the beauty and cosmetics industry in Indonesia. The most important thing in market competition is how the company can form and maintain a brand image. A strong brand image is an important long-term aspect for companies to be able to win the competitive market. One way to build, strengthen, and maintain a brand image is through the use of marketing public relations (MPR) strategies. This paper analyzes the marketing public relations strategy carried out by Wardah as one of the local cosmetic brands in Indonesia, in the "Beauty Moves You" campaign, as an effort to maintain brand image during the Covid-19 pandemic. The results of the analysis of this paper state that Wardah carries out a public relations marketing strategy consisting of push, pull, and pass strategy, through various ways such as advertising, publication, organizing events, speech, news, sponsorship, and public service activities. Overall, it was concluded that Wardah was able to adapt in the midst of the Covid-19 pandemic by carrying out a public relations marketing strategy that optimizes the use of digital platforms, such as social media and websites, as an effort to maintain its brand image.