

Analisis Strategi Marketing Public Relations MOP Beauty pada Launching Kosmetik Mother of Pout = Analysis of MOP Beauty's Marketing Public Relations Strategy in the Launch of Mother of Pout Cosmetics

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Abstrak

Pertumbuhan industri kosmetik di Indonesia mendorong persaingan pada merek kosmetik lokal. Mother of Pearl (MOP) Beauty yang didirikan oleh Tasya Farasya, beauty influencer dengan popularitas dan pengaruh yang luas, memperkuat posisinya dengan meluncurkan lip product bernama Mother of Pout. Studi ini bertujuan untuk menganalisis strategi Marketing Public Relations (MPR) yang dilakukan dalam perilisan Mother of Pout melalui penggunaan tools MPR. Metode yang digunakan dalam studi ini adalah literature review dan juga analisis konten pada periode bulan Juli–Desember 2023. Terdapat enam tools yang digunakan MOP Beauty, yaitu publications, events, news, speeches, public service activities, serta identity media dengan mengandalkan berbagai influencer sebagai Non-Media Connector (NMC). NMC berperan penting dalam menjadi penghubung untuk menyampaikan pesan mengenai produk Mother of Pout. Namun, sponsorship tidak dimanfaatkan dalam perilisan produk ini.

.....The growth of the cosmetics industry in Indonesia is driving competition among local cosmetics brands. Mother of Pearl (MOP) Beauty, founded by Tasya Farasya, a beauty influencer with wide popularity and influence, strengthened its position by launching a lip product called Mother of Pout. This study aims to analyze the Marketing Public Relations (MPR) strategy implemented in the launch of Mother of Pout through the use of MPR tools. The research method employed is a literature review and content analysis covering the period of July–December 2023. MOP Beauty applied six MPR tools, which included publications, events, news, speeches, public service activities, and identity media, while engaging various influencers as Non-Media Connectors (NMC). NMC played a vital role as intermediaries in delivering messages about Mother of Pout. However, sponsorship was not utilized in this product launch.