

## Keterkaitan brand ambassador kosmetik wardah dengan motivasi dan asosiasi merek nilai nilai Islami = The relation between brand ambassador of wardah cosmetics with the motivation and brand association of islam's values

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Abstrak

[<b>ABSTRAK</b><br>

Perubahan tren fashion pengguna hijab dimanfaatkan kosmetik Wardah sebagai alat pemasarannya. Hal ini terlihat pada iklan dan penggunaan brand ambassador yang mayoritas merupakan hijabers. Jurnal ini membahas keterkaitan antara brand ambassador kosmetik Wardah dengan motivasi dan brand association nilai nilai islami. Dari hasil wawancara terhadap tiga orang informan, terungkap bahwa ketiga tiganya memiliki asosiasi merek yang sama antara brand ambassador dengan nilai islami. Hal ini kemudian memotivasi mereka untuk mencoba menggunakannya Namun motivasi mereka lebih banyak bergantung kepada word of mouth dari lingkungan sosial terdekat mereka. Dari keseluruhan hasil analisis dapat disimpulkan bahwa strategi pemasaran kosmetik wardah sudah cukup berhasil dalam mengkaitkan brand ambassador dengan motivasi konsumen dan asosiasi terkait nilai nilai islami.

<b>ABSTRACT</b><br>

The transformation of hijab users fashion has been used by Wardah as its marketing tool. It can be seen from the advertisement and the using of brand ambassador that most of whom are the hijabers. This journal will discuss the relation between brand ambassador of Wardah Cosmetics with the motivation and brand association of Islam's values. From the in depth interviews show that all of three informants have the same brand association. The conclusion is that the marketing strategy of Wardah Cosmetics is quite successful in associating the brand ambassador with the motivation of consumers and the association of values in Islam.;The transformation of hijab users fashion has been used by Wardah as its marketing tool It can be seen from the advertisement and the using of brand ambassador that most of whom are the hijabers This journal will discuss the relation between brand ambassador of Wardah Cosmetics with the motivation and brand association of Islam rsquo s values From the in depth interviews show that all of three informants have the same brand association The conclusion is that the marketing strategy of Wardah Cosmetics is quite successful in associating the brand ambassador with the motivation of consumers and the association of values in Islam , The transformation of hijab users fashion has been used by Wardah as its marketing tool It can be seen from the advertisement and the using of brand ambassador that most of whom are the hijabers This journal will discuss the relation between brand ambassador of Wardah Cosmetics with the motivation and brand association of Islam rsquo s values From the in depth interviews show that all of three informants have the same brand association The conclusion is that the marketing strategy of Wardah Cosmetics is quite successful in associating the brand ambassador with the motivation of consumers and the association of values in Islam ]