

Perbandingan implementasi kampanye marketing public relations Maybelline "Doll it up Challenge" dengan L'oreal Paris "Superstar Me" = Comparison of the implementation of "Doll it up Challenge" campaign by Maybelline and "Superstar Me" by L'oreal Paris

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Abstrak

ABSTRAK

Akibat peningkatan konsumsi media sosial di Indonesia, implementasi kampanye Marketing Public Relations MPR yang berbasis media sosial meningkat pesat. Salah satu perusahaan yang paling sering menyelenggarakan kampanye MPR ini ialah perusahaan kosmetik, seperti Maybelline dan L'oreal Paris yang tergabung dalam L'oreal Group Indonesia. Kedua brand ini memiliki kampanye MPR yang sekilas terlihat serupa tetapi dieksekusi dengan detail yang berbeda. Oleh sebab itu, jurnal ini membahas perbandingan implementasi kampanye Maybelline "Doll It Up Challenge" dengan kampanye L'oreal Paris "Superstar Me" dari aspek bentuk kegiatan, endorser dan media sosial yang digunakan, serta cara menyampaikan pesan kampanye.

ABSTRACT

Abstract Due to the increasing of social media consumption in Indonesia, the implementation of marketing public relations campaign based on social media are escalating these days. One of the companies who organize this kind of MPR campaign most often is cosmetics company, such as Maybelline and L'oreal Paris which both are part of L'oreal Group Indonesia. These two brands have each campaign that looks similar, but are executed with different details. Therefore, this journal try to examine the comparison of "Doll It Up Challenge" Campaign by Maybelline and "Superstar Me" Campaign by L'oreal Paris, based on types of campaign activity, endorser and social media used, and how the campaign message are delivered.