

## Analisis strategi consumer-generated marketing dalam membangun brand image produk love beauty and planet Indonesia = Analysis of consumer-generated marketing in building brand image of love beauty and planet Indonesia products

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### Abstrak

Penulisan makalah ini membahas strategi Consumer-Generated Marketing (CGM) yang diterapkan brand Love Beauty and Planet Indonesia (LBP) Indonesia pada kampanye #smallactsoflove, serta ulasan dari konsumen di media sosial Instagram serta di situs resmi ulasan dan rating Home Tester Club Indonesia (HTCID) dan Female Daily Network (FDN). Tujuan penulisan ini adalah menganalisa strategi CGM dalam membangun brand image produk LBP di Indonesia, dengan implikasi praktis sebagai bahan acuan bagi produk kosmetik lain untuk dapat menjalankan bisnisnya di Indonesia. Metode yang digunakan adalah serangkaian studi literatur yang menganalisis berbagai studi terkait dan materi komunikasi brand LBP. Temuan penulisan ini adalah terdapat peningkatan brand image produk LBP dari hasil penerapan strategi CGM dilihat dari beberapa capaian yang diraih LBP dalam industri kosmetik di Indonesia.

.....This writing discusses the Consumer-Generated Marketing (CGM) strategy applied by the Love Beauty and Planet Indonesia (LBP) Indonesia in the #smallactsoflove campaign, as well as reviews from consumers on Instagram and on the official website reviews and ratings of Home Tester Club Indonesia (HTCID) and Female Daily Network (FDN). The purpose of this paper is to analyze CGM's strategy in building the brand image of LBP products in Indonesia, with practical implications as a reference material for other cosmetic products to be able to run their business in Indonesia. The method used is a series of literature studies that analyze various related studies and LBP brand communication materials. The finding shows that there is an increase in the brand image of LBP products from the results of implementing the CGM strategy, seen from several achievements made by LBP in the cosmetics industry in Indonesia.