

# Pergeseran Kesan Terhadap Luxury Brand di Media Sosial Pada Produk Kecantikan (Studi pada Dior Beauty Indonesia) = Impression Shifting of Luxury Brands on Social Media of Beauty Products (Case Study on Dior Beauty Indonesia)

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## Abstrak

Sebagai salah satu brand luxury, Dior Beauty berhadapan dengan tantangan besar dimana mereka harus mempertaruhkan eksklusivitasnya ketika memasarkan produknya di media sosial di masa Pandemi Covid-19. Sebagai media yang dapat diakses oleh publik, media sosial bertentangan dengan karakter brand mewah yang hanya dapat diakses oleh kalangan masyarakat tertentu saja. Penelitian ini bertujuan untuk menggambarkan apakah terdapat pergeseran image luxury brand pada Dior Beauty yang melakukan pemasaran di media sosial. Penelitian studi kasus ini berangkat dari paradigma konstruktivisme dan berjenis deskriptif kualitatif. Data penelitian diambil dari hasil wawancara terhadap konsumen Dior Beauty serta hasil studi dokumentasi. Hasil penelitian menunjukkan bahwa tidak ada pergeseran image luxury brand terhadap Dior Beauty di benak konsumennya meskipun memasarkannya di media sosial karena terdapat konsistensi dari Dior Beauty dalam mengomunikasikan image luxury. Konsumen berpendapat bahwa Dior Beauty telah memilih KOL yang relevan, menjaga image luxury pada setiap kontennya, dan memiliki desain konten yang menarik dan kreatif. Disamping itu, konsumen turut menjelaskan bahwa brand Dior Beauty sendiri telah memiliki komponen-komponen luxury brand dimana mereka merasakan kualitas yang baik, eksklusivitas brand, kebanggaan serta prestise ketika menggunakan brand tersebut. Adapun omnichannel merupakan konsep pemasaran yang telah digunakan oleh Dior Beauty sehingga terdapat pengalaman yang sama ketika berbelanja langsung di butiknya maupun secara daring melalui media sosial.

.....As a luxury brand, Dior Beauty faces a big challenge where they have to risk their exclusivity when market their products on social media during the Covid-19 pandemic. As a media that can be accessed by the public, social media is contrary to the character of luxury brands which can only be accessed by certain groups of people. This study aims to describe whether there is a shift in the luxury brand image at Dior Beauty which does marketing on social media. This case study research departs from the constructivism paradigm and is of a qualitative descriptive type. The research data was taken from the results of interviews with Dior Beauty consumers and the results of documentation studies. The results of the study show that there is no shift in the luxury brand image towards Dior Beauty in the minds of consumers, even though they market it on social media because there is consistency from Dior Beauty in communicating the luxury image. Consumers think that Dior Beauty has chosen relevant KOLs, maintains a luxury image in all of its content, and has attractive and creative content designs. In addition, consumers also explained that the Dior Beauty brand itself already has luxury brand components where they feel good quality, brand exclusivity, pride and prestige when using the brand. The omnichannel is a marketing concept that has been used by Dior Beauty so that there is the same experience when shopping directly at the boutique or online through social media.