

Analisis Strategi Marketing Public Relations dalam Pengelolaan Citra Halal Wardah = Analysis of Wardah's Marketing Public Relations Strategy in Managing Its Halal Image

Tiara Putri Ostia, author

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Abstrak

Indonesia memiliki potensi besar sebagai pusat ekonomi halal, termasuk dalam industri kosmetik halal yang terus berkembang pesat. Wardah, sebagai pelopor kosmetik halal di Indonesia, ingin mempertahankan citra halal melalui penerapan strategi Marketing Public Relations (MPR) yang mengintegrasikan nilai-nilai Islami dalam setiap aspek pemasarannya. Penelitian ini menganalisis penerapan tiga strategi utama MPR—Pull, Push, dan Pass—dalam membangun dan mempertahankan citra halal Wardah. Metode penelitian deskriptif kualitatif digunakan dengan literatur review dan analisis konten sebagai data pendukung. Hasil penelitian menunjukkan strategi Pull dilakukan melalui halal social media marketing dan event beauty class, Push melalui promosi dan kolaborasi dengan brand ambassador yang menghasilkan iklan, konten media sosial, dan activation. Terakhir strategi Pass dilakukan melalui program CSR dan sponsorship acara Islami.

.....Indonesia holds significant potential as a hub for the halal economy, including the rapidly growing halal cosmetics industry. Wardah, as a pioneer of halal cosmetics in Indonesia, seeks to maintain its halal image through the implementation of Marketing Public Relations (MPR) strategies that integrate Islamic values into all aspects of its marketing efforts. This study analyzes the application of three main MPR strategies—Pull, Push, and Pass—in building and maintaining Wardah's halal image. A descriptive qualitative research method was employed, using literature reviews and content analysis as supporting data. The findings show that the Pull strategy is implemented through halal social media marketing and beauty class events, the Push strategy through promotions and collaborations with brand ambassadors resulting in advertisements, social media content, and activations, and the Pass strategy through CSR programs and sponsorship of Islamic events.