

Peran Hubungan Komunitas ‘Rebel Secret Society’ Sebagai Fungsi Kehumasan dalam Strategi Branding Mad For Makeup untuk Mendorong Brand Awareness = The Role of 'Rebel Secret Society' Community Relations as a Public Relations Function in Mad for Makeup's Branding Strategy to Encourage Brand Awareness

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Abstrak

Industri kecantikan di Indonesia yang terus berkembang pesat, mendorong merek-merek lokal untuk memperkuat daya saing di pasar yang kompetitif. Mad For Makeup, salah satu merek kosmetik lokal, berinovasi melalui komunitas ‘Rebel Secret Society’ yang mengimplementasikan strategi co-creation dengan melibatkan anggota komunitas dalam pengembangan produk. Penelitian ini bertujuan menganalisis peran ‘Rebel Secret Society’ dalam mendukung branding Mad For Makeup sebagai merek inklusif melalui strategi kehumasan untuk meningkatkan kesadaran merek (brand awareness) di kalangan Gen Z di Indonesia. Dengan pendekatan kualitatif deskriptif dengan analisis konten sebagai teknik pengumpulan datanya, penelitian ini mengkaji 19 unggahan Instagram @rebelsecretsociety pada periode Oktober–November 2024. Hasil analisis menunjukkan bahwa komunitas ini memanfaatkan Discord dan Instagram sebagai platform utama untuk membangun komunikasi yang efektif. ‘Rebel Secret Society’ berhasil mengintegrasikan elemen sense of community, tribe building, dan remarkability, yang memperkuat ikatan komunitas, meningkatkan keterlibatan anggota, serta mendukung strategi branding. Selain berperan sebagai co-creators, anggota komunitas juga berfungsi sebagai promoters aktif dalam membantu Mad For Makeup menciptakan produk yang sesuai dengan kebutuhan konsumen sekaligus memperluas brand awareness di kalangan target audiens utamanya, yaitu Gen Z.

.....The rapidly growing beauty industry in Indonesia has encouraged local brands to enhance their competitiveness in a highly dynamic market. Mad For Makeup, one of the local cosmetic brands, has innovated through the ‘Rebel Secret Society’ community by implementing a co-creation strategy that involves community members in product development. This study aims to analyze the role of ‘Rebel Secret Society’ in supporting Mad For Makeup’s branding as an inclusive brand through public relations strategies to increase brand awareness among Gen Z consumers in Indonesia. Using a descriptive qualitative approach with content analysis as the data collection technique, this study examines 19 Instagram posts from @rebelsecretsociety during the October–November 2024 period. The analysis shows that the community utilizes Discord and Instagram as primary platforms to foster effective communication. ‘Rebel Secret Society’ successfully integrates elements of sense of community, tribe building, and remarkability, which strengthens community bonds, increases member engagement, and supports their branding strategies. In addition to acting as co-creators, community members also serve as active promoters, assisting Mad For Makeup in creating products tailored to consumer needs while expanding brand awareness among its primary target audience, Gen Z.