

# Analisis Strategi Social Media Marketing dalam Membangun dan Menjaga Customer-Brand Relationship pada Brand Skin Game di Instagram = Analysis of Social Media Marketing Strategy in Building and Maintaining Customer-Brand Relationships on Skin Game Brand on Instagram

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## Abstrak

Keadaan pandemi Covid-19 menyebabkan setiap orang menghabiskan lebih banyak waktu untuk melakukan kegiatan perawatan diri dan perawatan kulit. Dengan keadaan tersebut, berbagai brand perawatan kulit pun melakukan berbagai strategi dalam memasarkan produknya dengan memanfaatkan media sosial (social media marketing) untuk mengembangkan hubungan yang erat dengan konsumen (customer-brand relationship). Skin Game merupakan salah satu brand perawatan kulit yang melakukan strategi social media marketing dalam membangun dan menjaga customer-brand relationship pada platform media sosial Instagram. Tujuan penelitian ini adalah untuk mengetahui bagaimana penerapan strategi social media marketing yang dilakukan oleh Skin Game dan potensi strategi yang diterapkan dalam membangun dan menjaga customer-brand relationship. Berdasarkan hasil analisis konten Instagram Skin Game, ditemukan bahwa upaya Skin Game dalam membangun dan menjaga customer-brand relationship dilakukan melalui penyebaran konten interaktif yang kerap menjadi perhatian bagi konsumen. Adapun penerapan strategi social media marketing pada Instagram Skin Game tersebut memiliki potensi dalam membangun dan menjaga hubungan dikarenakan penerapannya mencakup empat elemen utama customer-brand relationship serta melibatkan unsur interaktivitas yang mana menjadi unsur penting dalam membangun dan menjaga customer-brand relationship.

.....The Covid-19 pandemic situation has caused everyone to spend more time doing personal care and skincare activities. Under these circumstances, various skincare brands have implemented various strategies in marketing their products by utilizing social media (social media marketing) to develop close relationships with consumers (customer-brand relationship). Skin Game is a skincare brand that implements a social media marketing strategy in building and maintaining customer-brand relationships on the Instagram social media platform. The purpose of this study is to find out how the application of social media marketing strategies carried out by Skin Game and the potential strategies applied in building and maintaining customer-brand relationships. Based on the results of the Instagram Skin Game content analysis, it was found that Skin Game's efforts in building and maintaining customer-brand relationships were carried out through the dissemination of interactive content that often became a concern for consumers. The implementation of the social media marketing strategy on the Instagram Skin Game has the potential to build and maintain relationships because its implementation includes four main elements of customer-brand relationships and involves elements of interactivity which are important elements in building and maintaining customer-brand relationships.