

STRATEGI KOMUNIKASI PEMASARAN MELALUI ENDORSEMENT INFLUENCER UNTUK MENINGKATKAN BRAND AWARENESS S-GROW

ABSTRAK

Abstract: Successful implementation of marketing communication strategies can increase the company's brand awareness. S-Grow gained a large audience reach on social media after conducting marketing communications through influencer endorsements. Before the collaboration, the routine content uploaded by S-Grow only went 30-50 likes and 5-10 comments. The purpose of this study is to find out the marketing communication strategy through influencer endorsements to increase S-Grow's brand awareness. The post-positivistic paradigm with a qualitative approach and case study method was used in this research. Data collection was done by observation, interview, and documentation, then the data was analysed using the interactive model of Miles, Huberman, and Saldana. The results showed that influencer endorsements must match the target market profile, influencer selection based on previous performance and content relevance to the product. S-Grow also ensures the consistency of marketing communication messages delivered through clear guidelines. In Situation Analysis, S-Grow uses SWOT analysis, 5S Tools to set Objectives, Geographic, Demographic, and Psychographic segmentation become the foundation of Strategy, Tactics, and Action with PR and publicity, personal selling, and sales promotion, and all these activities are monitored, controlled, and evaluated regularly.

Keywords: brand awareness, influencer, marketing communication, social media, SOSTAC model

Abstrak: Keberhasilan implementasi strategi komunikasi pemasaran dapat meningkatkan brand awareness perusahaan. S-Grow memperoleh jangkauan audiens yang banyak di media sosial setelah melakukan komunikasi pemasaran melalui endorsement influencer. Sebelum melakukan kolaborasi, konten rutin yang diunggah S-Grow hanya mencapai 30-50 like dan 5-10 komentar, Tujuan penelitian ini untuk mengetahui strategi komunikasi pemasaran melalui endorsement influencer untuk meningkatkan brand awareness S-Grow. Paradigma post-positivistik dengan pendekatan kualitatif dan metode studi kasus digunakan dalam penelitian ini. Pengumpulan data dilakukan dengan observasi, wawancara, dan dokumentasi, kemudian data di analisis menggunakan model interaktif Miles, Huberman, dan Saldana. Hasil penelitian menunjukkan penggunaan endorsement influencer harus sesuai dengan profil target pasar, pemilihan influencer berdasarkan kinerja sebelumnya dan relevansi konten dengan produk. S-Grow juga memastikan konsistensi pesan komunikasi pemasaran yang disampaikan melalui guideline yang jelas. Dalam Situation Analysis, S-Grow menggunakan analisis SWOT, Tools 5s untuk menetapkan Objectives, Segmentasi geografis, demografis, dan psikografis menjadi landasan Strategy, Taktik dan Action dengan PR dan publicity, personal selling, dan sales promotion, serta semua aktivitas tersebut dipantau, dikontrol, dan dievaluasi secara berkala.

Kata Kunci: brand awareness, influencer, komunikasi pemasaran, media sosial, model SOSTAC