

ABSTRACT

Title : Integrated Marketing Communication Strategy Through Brand Ambassador (EXO) In Nature Republic Indonesia

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Study Program : Marketing Communication

A business needs a certain strategy so that the business can run smoothly and develop well. One of the strategies in doing business that must be done is a marketing communication strategy. This paper discusses how the implementation of Nature Republic Indonesia's marketing communication strategy which consists of several elements from Integrated Marketing Communication (IMC) and Brand Ambassador. The research method used is descriptive qualitative research with a case study research method. Sources of research data obtained based on the results of in-depth interviews and observations with related sources. The results showed that Nature Republic Indonesia's marketing communication strategy is well structured regarding the role of the Brand Ambassador to the elements of Integrated Marketing Communication (IMC). Nature Republic is always active in involving Brand Ambassadors in every marketing activity. So it can be concluded that Nature Republic Indonesia's marketing communication strategy through Brand Ambassador uses 5 elements from IMC, namely advertising using Brand Ambassador, Direct Marketing Nature Republic in the form of outlet stores in several malls in big cities by providing standees from EXO members at each store, Personal Selling Nature Republic with the Beauty Advisor system, and the last one is the Nature Republic Sales Promotion using various kinds of special EXO gifts in every marketing activity.

Keywords : Strategy Marketing Communication, Integrated Marketing Communication, Brand Ambassador, EXO, Nature Republic

ABSTRAK

Judul : Strategi Komunikasi Pemasaran Terpadu Melalui *Brand Ambassador* (EXO) Pada *Nature Republic* Indonesia

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Program Studi : Komunikasi Pemasaran

Suatu bisnis membutuhkan suatu strategi tertentu agar bisnis dapat berjalan lancar dan berkembang dengan baik. Salah satu strategi dalam berbisnis yang harus dilakukan adalah strategi komunikasi pemasaran. Penulisan ini membahas mengenai bagaimana penerapan strategi komunikasi pemasaran *Nature Republic* Indonesia yang terdiri dari beberapa elemen dari *Integrated Marketing Communication* (IMC) dan *Brand Ambassador*. Metode penelitian yang digunakan yaitu penelitian kualitatif jenis deskriptif dengan metode penelitian studi kasus. Sumber data penelitian diperoleh berdasarkan hasil wawancara mendalam dan observasi dengan narasumber terkait. Hasil penelitian menunjukkan bahwa strategi komunikasi pemasaran *Nature Republic* Indonesia terstruktur dengan baik terkait peran *Brand Ambassador* terhadap elemen *Integrated Marketing Communication* (IMC). Serta *Nature Republic* selalu aktif dalam melibatkan *Brand Ambassador* pada setiap kegiatan pemasarannya. Sehingga disimpulkan bahwa strategi komunikasi pemasaran *Nature Republic* Indonesia melalui *Brand Ambassador* menggunakan 5 elemen dari IMC, yaitu *advertising* menggunakan *Brand Ambassador*, *Direct Marketing Nature Republic* berupa *outlet store* di beberapa Mall di kota besar dengan menyediakan *standee* dari member EXO pada setiap *store*, *Personal Selling Nature Republic* dengan sistem *Beauty Advisor*, serta yang terakhir terdapat *Sales Promotion Nature Republic* menggunakan berbagai macam hadiah *special* EXO pada setiap kegiatan pemasarannya.

Kata Kunci : Strategi Komunikasi Pemasaran, *Integrated Marketing Communication*, *Brand Ambassador*, EXO, *Nature Republic*